

ELECTRICAL
MERCHANDISING
WEEK

AUGUST 21, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

**What's Selling In Home
Electronics _{p2} How To
Sell The Back-To-School-
ers _{p6} What Dealers Say
About Home Laundry _{p8}**

**PLUS! All You Need To Know
To Sell The 1962 TV Market**

SPECIFICATIONS _{p15}

HOW TO SELL COLOR AND BLACK AND WHITE TV _{p35}

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STRAIGHT FROM WASHINGTON

LOSS OF \$5 BILLION IN MORTGAGE CREDIT each year may result from an administration-sponsored bill before Congress. At least, that is the contention of savings and loan associations and mutual savings banks. Under the plan, they would be taxed on the same basis as commercial banks—boosting their federal tax liability from the present \$10 million a year to as much as \$500 million. The move, they contend, would mean a drop of 350,000 housing starts a year.

The administration and commercial banks discount this last claim. The House Ways and Means Committee is expected to put the matter over until next year and the pro-housing bloc in Congress will use every weapon it can to prevent any such change. But the administration, because of higher defense spending, intends to press its case vigorously. ■

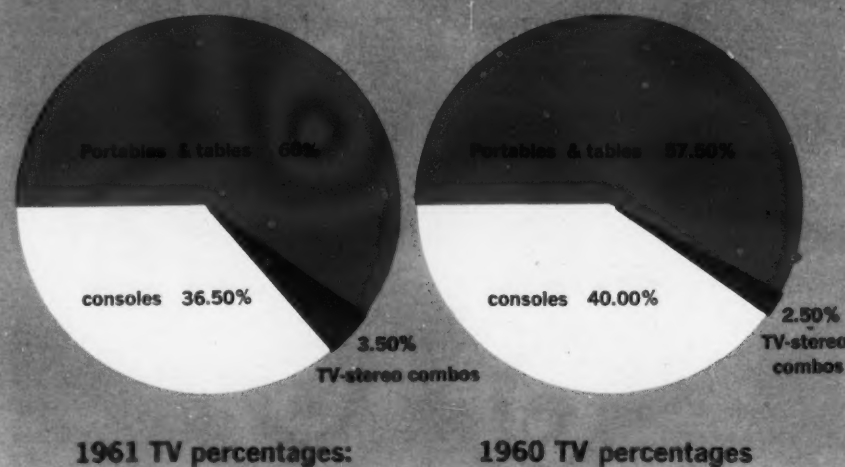
NO ATTEMPT TO BREAK UP THE GENERAL ELECTRIC empire on antitrust grounds will be made by the Justice Department. There have been recurring reports that a divestiture suit will be filed against G-E, chiefly because of the company's refusal to sign consent decrees in the now-famed Philadelphia electrical equipment case. But Justice attorneys aren't enthusiastic about a complex divestiture suit when the chief complaint against G-E is with its pricing practices.

Meanwhile, work is about finished on the consent decrees to be signed by the 28 other equipment makers involved in the Philadelphia case. Formal signing will take place in the next couple of weeks. Justice has reached no firm decision yet about what to do about G-E, the lone holdout. The company objects to a clause barring "unreasonably low" prices. If G-E remains adamant, the case will end in court. ■

BROADCASTERS WANT MORE TIME to consider the Federal Communication Commission's proposed revision of FM rules. The changes would effect allocations, station power and mileage separation. A special committee of the National Assn. of Broadcasters studied 36 pages of proposed changes and decided to seek a 60-day extension of the Sept. 5 deadline set by FCC for submission of comments. It probably will be granted. ■

BILLS TO STRENGTHEN ANTITRUST PENALTIES are due for a hearing next month. Chairman Estes Kefauver (D-Tenn.) of the Senate antitrust and monopoly subcommittee set hearings on five such bills, four of which he introduced, for Sept. 6 and 7. The measures generally would increase fines and jail sentences for antitrust violations, broaden responsibility of corporate officials for such acts and try to prevent submission of identical bids on government contracts. Because of the lateness of the session, there is virtually no chance of Congressional approval this year. ■

TV: Portable Sales Are Up



Home Electronics— Here's What's Selling

To give you a clear picture of what's selling in consumer electronics and to guide your buying pattern, EM WEEK presents this breakdown of the first half mix along with comparison of sales to the first six months of 1960. To establish the percentages in this report, EM WEEK went to key industry sources and obtained an accurate compilation of sales statistics. Here's the report:



First rechargeable transistor radio comes from Gulton Industries with \$29.95 list.

Rechargeable Radio: Ready To Run

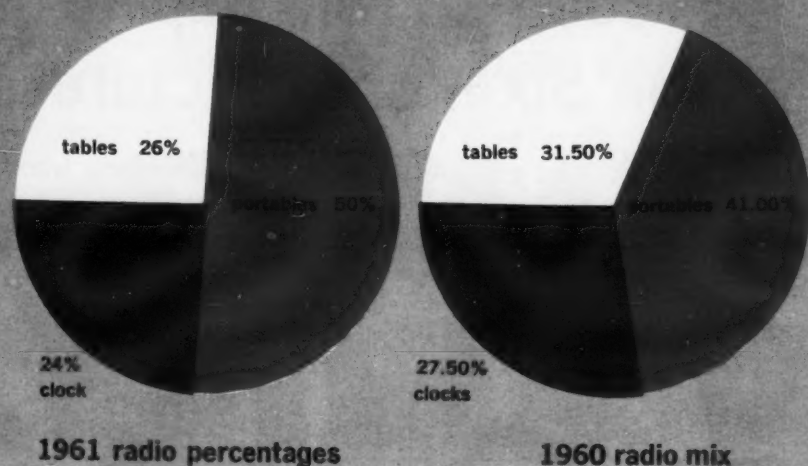
Gulton Industries, Inc., makes rechargeable nickel-cadmium batteries, originally designed for space craft, and thought its batteries could power small transistor radios the way they run the company's rechargeable flashlights. But American radio manufacturers Gulton approached told them it wasn't practical. The upshot:

Gulton went to Japan and came back with the first rechargeable six-transistor radio, designed especially for its battery. It's ready for immediate delivery at \$29.95 list. Here's how it works:

The radio can run 12 to 15 hours on a full charge, which takes 16 hours to put in the battery using a standard plug and house current. The battery develops 3.6 volts at a constant power level, won't fade as it runs down.

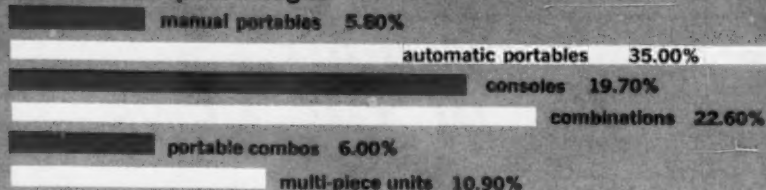
Dealers can make 33 1/3% gross margin, Gulton claims. Distribution is two-step. The Metuchen, N.J., company is guaranteeing the battery for five years, the radio itself for 90 days. Gulton reports a successful first marketing try-out in Bloomingdale's, New York.

Radio: Portables Are 50% Of The Mix

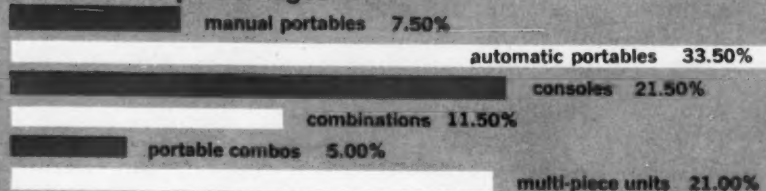


Stereo: Combo Sales Gain

1961 stereo percentages



1960 stereo percentages



Here's how the trends are shaping up in consumer electronics, based on a study of industry statistics for the first half.

TELEVISION

Portable and table sets accounted for 60% of the television sales mix in the first half; consoles 36.50% and TV-stereo combinations 3.50%. Compared to sales for the first six months of 1960, two categories—portables and tables, stereo-TV combinations—were up; console sales were down.

The increase in portable and table model sales clearly reflects the rough price battle the entire industry fought throughout the first half.

But industry executives are en-

couraged by the nice increase in the high-ticket sales of stereo-TV units—which is undoubtedly the healthiest trend in the television sales picture today.

RADIO

The gain in portable sales in the total radio picture is probably the most significant trend in this segment of the industry and reflects the apparently endless popularity of the transistor unit. Last year portables accounted for 41% of the mix for the first half; this year portable sales climbed to 50% of all domestic radio sales.

Within the portable mix, the sales trend is running heavily to the smaller shirt pocket and vest pocket units,

another reflection of the price trend in today's radio business.

Clock radios have taken the biggest dip so far this year. For the first six months of 1961, clocks accounted for 24% of the mix; last year clocks took 27.50%.

Table radio sales, as a percentage of the total mix, also dipped in the first half, but didn't fall as far as clocks. This may be a reflection of the growing strength of FM and AM-FM sales, which are taking a bigger chunk of this year's mix than they did for the same period last year.

PHONOGRAPHS

Although there has been no change in the proportion of stereo sales to monaural sales (roughly 77% stereo;

23% mono) in the first half of the year compared to the opening months of 1960, a couple of important trends stick out in the phonograph business:

1—The combination stereo is more important than ever.

2—Multi-piece stereo unit sales are continuing to dwindle.

Combinations, which accounted for 11.50% of the first half mix last year, zoomed to 22.60% of the mix this year. Consoles, which accounted for 21.24% of the mix last year, dropped off slightly to 19.70% in 1961's opening months.

Combinations were selling well in the "middle end," holding up very well at the high end. Consoles were moving most strongly in the low end. Stereo portables were up over last year.

EM WEEK / MARKET REPORTS

SOUTHEAST . . . LOUISVILLE—While most dealers said that business as a whole was still spotty, they seemed to agree that refrigerators, air conditioners and dehumidifiers have been moving well—better than any other appliances for this hot and humid season.

Bonnycastle Appliances had especially good luck with newspaper ads featuring dehumidifiers. Bonnycastle's Paul Craven felt that consumers have yet to realize how dehumidifiers can be put to use. "They know their basements get damp this time of year, but a lot of them don't realize there's an appliance that will get rid of the dampness." His store sells Oasis and Coolerator models, and Craven said the automatic models are outselling the cheaper ones by about nine to one.

Both Craven and Kent Nelson of Nelson's Appliances reported that refrigerators were moving well. Nelson was moving a lot of used ones, too.

SOUTH . . . BIRMINGHAM, ALA.—June scowls of dealers changed to smiles in July and early August, and even the most pessimistic viewed the outlook for the rest of the year with optimism.

Summer arrived belatedly around the middle of July—and so did the customers. Mostly, they came for air conditioners, but many of them stayed to buy refrigerators, home laundries and other items.

"Everything was a month late this year," said Ed Duddy of Billingsley-Duddy, Inc., "but when they started to buy, they really bought. A deficiency in sales for the first half of

the year of nearly 20% from last year was cut to 11% by the end of July, and it looks like it will be cut still more in August. Air conditioners are up 47% above last year and home laundries are selling exceptionally well, with more customers than usual buying combinations. Refrigerators are holding their own and dishwashers are fair, but ranges, TVs and stereos are off."

Ken Elwell of Birmingham Appliance & Radio Co. did not have the run on air conditioners in July that some dealers had, but other sales were good.

Refrigerators and washers and dryers were our best sellers in July and are still good," he said. "TVs are holding up well and portable TVs are very good. June sales were fairly good, but July was much better. Year to year sales are off 15 to 20%, but this should be cut before the end of the year."

G. Byron Johnson of Warren Appliance & Supply Co. reported over-all sales to date 10% to 15% better than last year, with the big push coming since the middle of June. While refrigerators and home laundries were his top sellers, he reported that air conditioners were not much better than last year.

"Dishwasher sales are well ahead of last year and water heaters are good. Ranges are fair, but televisions, stereos and small appliances are not moving. You can buy small appliances at any drug store now or get them with trading stamps, so we're dropping them," he declared.

SOUTHWEST . . . PHOENIX—For

awhile it seemed as if only the salesmen had stayed in town for the summer—the customers having retreated to cooler locales. But as mid-August rolled around, the 100-degree temperatures thawed out chilly sales figures tallied earlier.

Freezer salesmen found sales 18% better than a year ago as a result of a "Snowballs in June" promotion. Dealers reported that 921 freezers or combinations were sold during the month.

In other appliances, the general picture was slightly steady but no match for the freezer sales.

Two non-complainers were Russ Morrissey at Mehagian's and Mort Brayer, who operates a bustling sales and repair center.

"Last August was the best in the store's history, and this year we're matching those records," Morrissey said. Mehagian's best item is the hi-fi TV combo with notable sales, also, in three-way combos.

Brayer gave floor sales an assist with a summer bargain repair service. Offering a flat \$7.50 labor charge and store delivery for \$2.50, volume jumped to 100 sets a week, Brayer said.

Most of the quality outlets in Phoenix have moved away from the low-end market, leaving it to the discounters. Generally, the small operations have dropped by the wayside, leaving five independents plus two chains in the major appliances and white goods field along with six sprawling discount outlets.

MIDWEST . . . ST. LOUIS—Hot weather finally arrived the last two weeks of July. Air conditioner sales boomed into August. The result: Retailers

were able to do some shelf-cleaning.

Of more interest: The hot spell also kicked off a sales spurt in other appliances, particularly refrigerators and freezers. August sales started well and, barring some later development, the month might do quite well, most dealers and wholesalers report.

"I've been so busy in the last three weeks that I haven't honestly had time to add up the total," said George Knittel, G-E retailer. "This makes up for some dull weeks earlier this summer."

C. E. Ellerbrock, district sales manager for General Electric in St. Louis, was optimistic. "Inventories of retailers seem in good shape. The hot spell sort of blew the horn and business has picked up all around," he said. "For a time we were so busy moving goods out of our warehouse we could not unload incoming merchandise. We had to hire extra help."

"We closed a good July. The fall outlook is bright. Color should have a good fall season with an increase of 60% promised in programming. Shirt-pocket radios continue to be in great demand and the portable TV business is excellent," said Rudy Ruskin of Brightman Distributing. Most of the major stores in St. Louis still haven't been working hard for good business in small appliances. Discounters have cut too deeply into profits.

One dealer who formerly had four neighborhood stores (now reduced to one) said: "Anyone who goes into the appliances business today is crazy. The discounters and fast-buck guys have taken all the profit. I don't advertise anymore, but rely on my past reputation for quality products and service to get business."

AHEAD IN THE NEWS

THE LATEST BOX SCORE ON FM STEREO: Seven stations are broadcasting now, three others are about to go on the air and four more stations are waiting for type acceptance of their own composite equipment. Already on the air: WGFM, and WKFM in Chicago; WGFM, Schenectady, N.Y.; WBNS, Columbus, Ohio; KLSN, Seattle; WSPA, Spartansburg, S.C.; KIXL, Dallas. Ready to go on the air with FCC approval: KPEN, San Francisco; WDTM, Detroit; and KFMU, Los Angeles. Bottleneck is the lack of type accepted equipment. Only RCA is currently producing it for broadcasters, although Standard Electronics has asked for FCC approval. Harold Kassens of the FCC Broadcast Bureau acknowledged the birth pangs of FM stereo, but is generally pleased with the way the situation is shaping up. He predicted: "By the end of the year all major markets—75 or 80 stations—will have FM stereo, and this could be a conservative guess."

TURNABOUT'S FAIR PLAY: In the face of growing concern about imports, Tappan last week exported 300 of its Model 400 electric ranges to John Thompson, Ltd., the American company's British licensee.

DROP-INS FROM SYLVANIA include three TV sets, three clock radios and two stereo consoles. In TV, Sylvania is adding a 19-inch lowboy (model 19L17), first 19-incher in line equipped with a transformer chassis, with a \$249.95 list; a 23-inch table model (23T41) with a \$219.95 list and a 23-inch lowboy (23L47) at \$329.95. Both lowboys come with glare reducing "Velvetone" picture tubes. The new stereo console (45C31) comes in three wood veneer finishes, \$185 list. At model 55C31 with an AM-FM tuner the list climbs to \$255. The three clock-radio models (AK-15, 16, 17) are \$29.95, \$34.95 and \$39.95

A COMMITMENT TO BUILD MOTOROLA'S COLOR TUBE from at least one tube manufacturer is expected by Labor Day, predicted Edward R. Taylor, executive VP. If not, Taylor says Motorola will go overseas to get the 23-inch tube built.

CONSOLES WITH BUILT-IN FM STEREO TUNERS, three with a retail guide price of \$399.95, a fourth at \$525, are currently being shipped by the RCA Sales Corp., reported Raymond W. Saxon, marketing vice president. Saxon claims RCA is the first company to ship consoles with built-in FM stereo tuners.

A \$100 LIST 19-INCH TV SET FROM MUNTZ is being field tested now and will be in production by November. Using General Electric multi-purpose compactron tubes, it will have seven tubes, although Muntz hopes to cut number of tubes to five and drive list price below \$100.

Products From Japan: The Six-Month Picture

The first chart gives American figures on imports from Japan for the first half of the year compared to the same period last year. The second gives Japanese export figures, showing percentage changes.

1. U. S. IMPORTS FROM JAPAN—FIRST SIX MONTHS 1961, 1960*

	1961		1960		% Change
	Units	Dollars	Units	Dollars	
Portable radios (except transistors)	82,197	\$524,090	145,513	\$948,592	- 43.5%
Transistor radios	3,574,759	\$23,983,756	2,050,248	\$20,680,567	+ 74.3%
Other (principally tube radios)	483,120	\$3,180,488	222,132	\$1,289,520	+117.5%
Totals	4,140,076	\$27,688,334	2,417,893	\$22,918,679	+ 19.8%
Radio-phonos	25,131	\$1,162,144	7,460	\$192,071	+223.5%

*Source: U.S. Bureau of the Census

2. JAPANESE EXPORTS TO U. S.—FIRST SIX MONTHS 1961 VS. 1960*

	Units	% Change	Dollars	% Change
Tube radios	797,587	+ 182%	\$5,351,397	+ 170%
Transistor radios (3 or more transistors)	1,360,694	- 26%	\$16,384,726	- 39%
Transistor radios (toys)	1,910,481	+ 139%	\$4,881,840	+ 100%
Totals	4,068,762		\$26,617,963	
Radio-phonos	24,973	+ 140%	\$845,200	+ 195%
Tape recorders	209,047	+ 501%	\$4,747,010	+ 232%
TV	6,705	+9212%	\$401,401	+4933%
Grand totals	4,309,487		\$31,811,574	

*Source: McGraw-Hill Tokyo Bureau

Here are some of the things the charts show:

There's been a total increase of about 20% in consumer electronics coming from Japan in the first half of the year (compared to the first half of 1960). All consumer electronic products, with the exception of transistor radios with three or more transistors, showed gains.

Transistor radios with three or more transistors are down about 39%. Toy transistor radios, however, are up about 100% in import volume. Transistor radios still make up the biggest piece of the import pie, a \$23.9 million chunk, or 86.6% of total consumer electronic imports from Japan.

Some products became an important factor in the import picture for the first time during the six-month period. They were:

- TV is up almost 100 times in volume compared to the first half of 1960. Though TV imports were most-

ly chassis, Sony's 8-inch portable is here and Japanese manufacturers are increasingly interested in our TV market.

- Tape recorders, are up 501% for a \$4.7 million total. The majority are low-end pieces, but some better equipment is coming in.

The U.S. remains the big market. The \$27 million worth of consumer electronics that came here during the first six months is 86.6% of Japan's total exports in consumer electronics.

The differences in figures between the two charts are a result of:

- Goods shipped to the U.S. but transshipped to other countries. (The Japanese would count them as U.S. imports, but we would not.)

- Goods which left Japan for the U.S. but whose destination was changed in mid-stream.

- The Japanese count from day of departure. So some goods shipped during June will not be here until the end of August.

**Look at the styling! Look at the step ups! Look at the hardwood☆!
No wonder so many dealers are buying...**

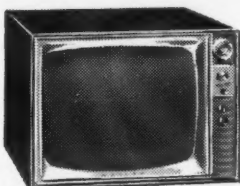
PHILCO 1962 VIVID VISION TV

**At Every Price Level in Most-Wanted Furniture Styles—
Designed for Every Room Decor—for Every Customer Who Enters Your Store!**

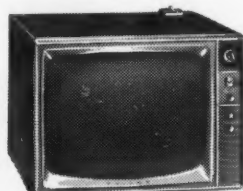
Philco for 1962 concentrates on quality furniture for decor-conscious customers, and profit-minded dealers! Consoles in preferred styles and handsome finishes—in genuine wood veneers and solids! And wait'll you see the sensational prices!

SUPER 90 LINE VIVID VISION

4 Models in 10 finishes.



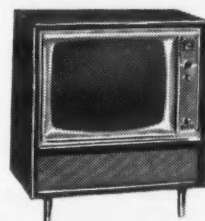
Philco 4330—Lead-off Table Model Vivid Vision TV in Ebony



Philco 4332—Step-up Table Model finished to match Mahogany, Blond Mahogany and Walnut



Philco 4840—Console finished to match Walnut, Blond Mahogany, Mahogany



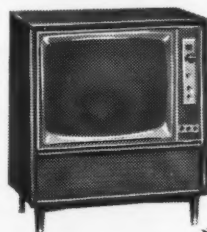
Philco 4841—Contemporary Console Step-up, finished to match Walnut, Blond Mahogany, Mahogany

DELUXE LINE VIVID VISION

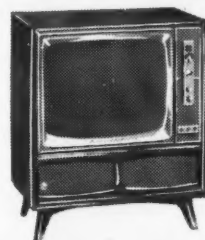
5 Models in 13 finishes.
(All hardwood except Model 4842)



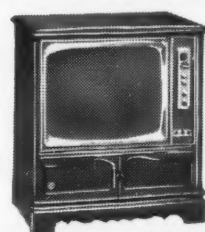
Philco 4842—Lowboy Console finished to match Mahogany, Cherry, Blond Oak and Walnut



Philco 4844—Hardwood Console in Walnut or Mahogany solids and veneers



Philco 4846—Twin speaker swivel console in Mahogany or Blond Oak hardwood



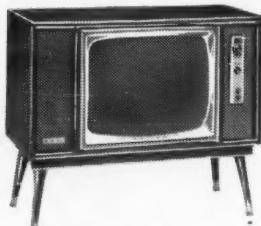
Philco 4848—To-the-Floor Twin Speaker, caster console in Cherry (Provincial) and Mahogany (Traditional) hardwoods



Philco 4849—Vivid Vision Swivel console with wood paneling in Mahogany, Cherry or Walnut hardwood

CUSTOM LINE VIVID VISION

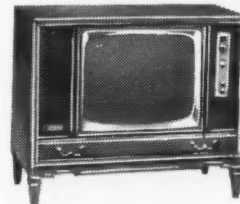
with Black Level Control
3 Models in 7 finishes.
(All Mastercraft Series except Model 4850)



Philco 4850—Lowboy Twin Speaker console in Walnut, Blond Oak or Mahogany hardwood



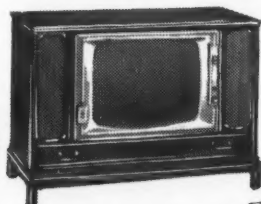
Philco 4852—Stunning Twin Speaker Danish Modern in Walnut hardwood



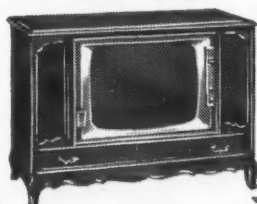
Philco 4854—Twin Speaker console in Renaissance Mahogany, Maple (Italian Provincial) or Mahogany hardwoods

CUSTOM LINE MISS AMERICA

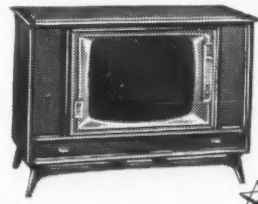
In four finishes.



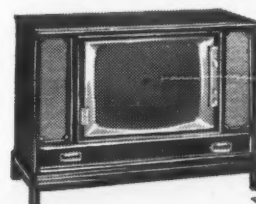
Philco 4864 MB—Traditional with 4 speaker sound system in magnificent Mahogany hardwoods



Philco 4864 MA—French Provincial in luxurious Maple hardwoods



Philco 4864 WA—In Oiled rich Walnut solids and veneers



Philco 4864 EB—Ebony finishes, fine selected hardwoods

☆ All starred Philco Models have cabinets in solid hardwoods and veneers

See the Philco line at your Distributor now!

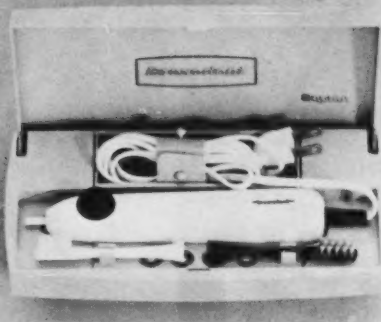
PHILCO'S ON THE MOVE!

GO WITH

PHILCO®



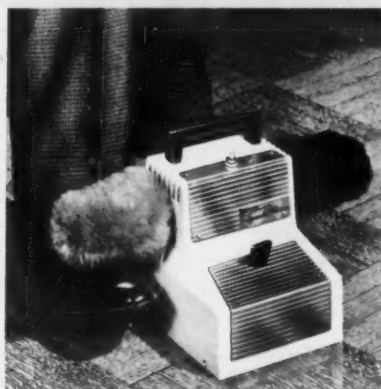
Famous for Quality the World Over



ELECTRIC TOOTHBRUSH, the Broxo-dent by E. R. Squibb & Sons is \$19.75.



ELECTRIC SCISSORS sewing kit by SpeedWay Manufacturing sells for \$9.95.



ELECTRIC SHOE SHINER, by SpeedWay, has a suggested price of \$34.95.



LUNCH KIT by Aladdin Industries has vacuum bottle and sells for \$3.59.

Back-To-School Market: Are You Flunking Out?

Clothing and school supply retailers aren't; they're passing with flying colors. But as far as housewares retailers are concerned, they'll have a lot of cramming to do this fall when school bells start to ring if they want to take advantage of one of the year's biggest promotions.

Next month nearly 49 million potential consumers will go back to school with new clothes, pencils, pens, and notebooks. To give you a better picture of the size of this market, last year these students spent more than \$152 million for ball point pens alone.

Almost 2.9 million college students

—your prime targets—will be returning to the country's 1,016 universities and colleges without new shavers, hair dryers, travel irons or clocks.

Housewares retailers agree that back-to-school business is big business and that more promotional emphasis should be put on clocks, travel irons, hair dryers and shavers—items particularly attractive to the college crowd.

Though they might not have notes from their mothers, most retailers do have excuses for being absent from the back-to-school market. Here they are:

"Housewares manufacturers don't come through with enough promotional assistance," complained a buyer for a national buying group. "They want to stretch the last possible mile out of every advertising dollar that they spend."

The buyer told EM WEEK that the majority of manufacturers hesitate to spend their advertising dollars on ads that stress or promote only parts of their lines when they can stress a whole line in one ad. "How can you promote frypans to college students?" he asked.

"Manufacturers claim that hair dryers, shavers, clocks, and travel

irons are necessities," a New York department store buyer explained, "but they don't promote them that way. We could be big in the back-to-school business, but we can't afford to advertise these products on that basis without some help from the manufacturers."

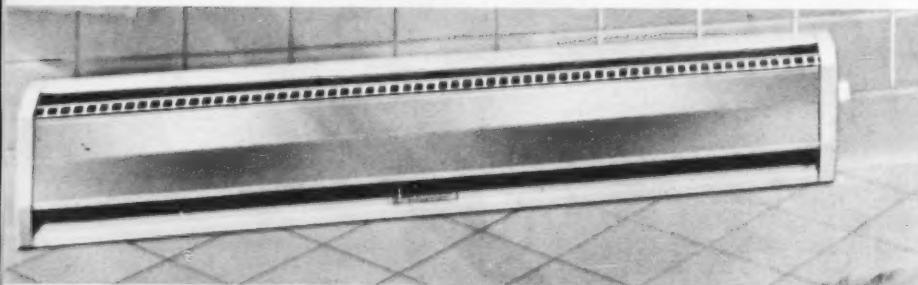
Other buyers explained that September is traditionally their month for housewares sales and that they couldn't afford to spend their advertising money or even part of it for back-to-school promotions. In fact, most buyers agreed that they would like to promote but that they were forced to skimp on their August ad allowances in order to promote their regular September sales.

Some department store buyers claimed the reason they didn't promote electrics specifically for the back-to-school market is that the items that

Continued on page 79

HOUSEWARES SHOWCASE

For other new products see p83



Bathroom Heater

This convection baseboard unit for bathrooms has a built-in thermostat and a thermal cut-out switch that prevents overheating. The 660-

watt heater is available in 120- and 240-volt models, measuring 34 $\frac{1}{4}$ x 6 $\frac{3}{8}$ x2 $\frac{1}{4}$ inches. Price: \$29.95.

Hunter Division, Robbins & Myers, Inc., 2500 Frisco Ave., Memphis 14, Tenn.



Lady Chartley's Warmer

The new line of food warming trays is made of anodized aluminum with a luster finish. Available with adjustable thermostats and walnut

handles and legs, the units range in size from 7x16 inches to 9x27 inches.

The prices range from \$9.95 to \$19.95.

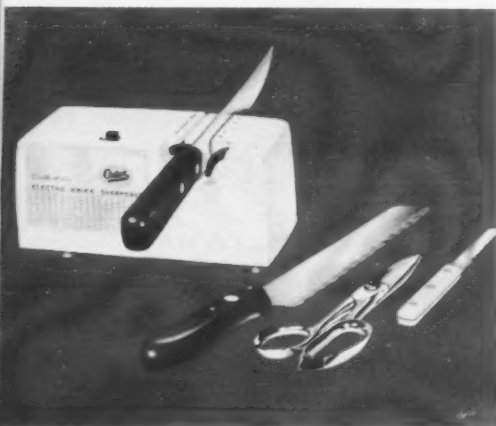
Horlbeck Products Corp., 66 S. Worcester St., Chartley, Mass.

For Knives Of All Sizes

The Oster knife and scissors sharpener hollow-grinds knives of all sizes, including scalloped-edged blades, and gives scissors a bevel edge. The company guarantees that its unit, model 518-01, will sharpen the finest steel without feathering, heating or marring the blades.

When the sharpener is not in use, its cord may be concealed in a storage compartment. Available in white, with chrome, black and gold trim, the unit retails for \$17.95.

John Oster Manufacturing Co., 5055 N. Lydell Ave., Milwaukee 17, Wis.



Immersible Coffeemaker

Cory's Submers-Amatic percolator, model DPS, is completely immersible and has a built-in automatic flavor selector and a light that turns on after the coffee has finished perking.

The unit makes from four to 18 cups of coffee. At full capacity the coffeemaker will perk in less than 18 minutes, the company says.

Design features include a chrome body with a metal collar and a thermoplastic pouring spout.

Suggested retail price is \$29.95. Cory Corp., 3200 W. Peterson Ave., Chicago 45.



HOUSEWARES



HAIR DRYER by John Oster features "bandbox" and retails for \$29.95.



TRAVEL CLOCK by Westclox is equipped with bell alarm and priced at \$9.98.

Sell These Products To Back-To-Schoolers

An informal check of a number of college students reveals the following items top the list as campus favorites. Do you carry them?

- Radios
- Phonographs
- Alarm clocks
- Portable space heaters
- Portable TV sets
- Electric blankets
- Hair clipping sets
- Hair dryers
- Coffeemakers
- Heating pads
- Hot plates
- Irons
- Sun lamps
- Women's and men's shavers
- Heating trays
- Electric pencil sharpeners
- Lunch kits
- Vacuum pitchers and tumblers



BEVERAGE SET of vacuum pitcher, tray and tumblers by Aladdin is \$8.50.

Who Was At The NHMA Show?

There were more wholesalers and fewer retailers at the first summer show of the National Housewares Manufacturers Assn. held in Chicago than at the NHMA's Atlantic City event of July, 1960.

Over-all buyer attendance, however, showed an increase over 1960 figures according to registration figures released by the NHMA.

Association Secretary Dolf Zapfel also revealed that the summer show had broadened its attendance scope by moving from Atlantic City to Chicago. "The registrations show that 29 states sent more housewares buyers to Chicago this year than attended the July exhibit in Atlantic City in 1960, with 53% registered from outside the immediate area. This compares with less than 20% registered from other than the immediate Eastern area when the mid-year shows were held there," he stated.

A study of buyers' registration figures revealed the following:

- Retail buyer attendance decreased 2.6%, against last year's figures.
- Wholesale buyer attendance increased 6.6%.
- Total attendance increased 2.2%.
- Jewelry stores (143%) and drug stores (121%) showed the greatest percentage increase in retail buyer attendance.
- House-to-House (64.3%) and furniture (42.6%) retailers showed the greatest decrease in retail buyer attendance.
- Club and party plan jobbers (39%) showed the greatest decrease in wholesale buyer attendance.

- Drug jobbers (67.7%) and catalog wholesalers (50%) showed the greatest increase in wholesale buyer attendance.

RETAIL

Buying Categories	1961	1960
Department store	1,577	1,484
Appliance retailer	134	179
Auto supply store	37	42
Buying syndicate	80	106
Drug store	137	62
Food store	124	123
Furniture retailer	136	237
Hardware retailer	589	441
Housewares retailer	159	226
House-to-house	72	202
Jewelry store	148	61
Mail order	215	154
Variety store	371	324
Retail total	3,749	3,847

WHOLESALE

Buying Categories	1961	1960
Housewares-hardware distributor	1,513	1,681
Electric housewares distributor	541	432
Automotive jobber	74	77
Carnival jobber	51	65
Club and party plan	53	87
Catalog wholesaler	315	210
Drug jobber	57	34
Jewelry jobber	150	130
Premium user	332	338
Premium jobber	452	302
Rack jobber	253	210
Stamp plan supplier	97	90
Variety jobber	494	454
Wholesale total	4,382	4,110
Grand total	8,131	7,957
Buying firms registered	3,903	3,631

LAWN-BOY PREDICTS A 20% SALES INCREASE for next year. That's what John Litchfield, sales manager, told a group of 65 distributors who met in Chicago last week to view the company's 1962 line of lawn and garden equipment. Litchfield based his optimistic forecast on initial carload orders. Features of the new line include weight reductions of up to 20%; power increases up to 50% and the use of color for visual sales appeal.

DID YOU KNOW ABOUT HALF OF SMALL APPLIANCES are acquired as gifts? That's the finding of a recent "Look" magazine study conducted by Audits & Surveys Co., Inc. (EM WEEK, July 31, p6). Of the 5,300 households covered in the nationwide survey, the greatest percentage (75%) reported women's shavers as the top gift item, followed by pocket radios and electric skillets (61%), mixers and can openers (59%). Floor polishers (29%) and portable heaters (21%) made the poorest showing as gift items.

THE EASTERN HOUSEWARES SHOW BROUGHT RESULTS according to Hubbard H. Erickson of Hall-Erickson, Inc., show management firm. He said the Aug. 7-10 show at the New York Coliseum drew a total buyer attendance of 2,580 from 31 states, the District of Columbia, Canada and 14 foreign countries. "Admittedly," said Erickson, "this first show was an experiment but it has proved our original premise to be true, that a pure housewares show in the Eastern market area is a necessity." Erickson said that his company had sent out post-show questionnaires to the more than 200 exhibitors and that he has already received replies from nearly half of them. "The completed questionnaires indicate that all but three manufacturers definitely plan to attend the show next year and nearly 50% of them have asked for larger spaces."

O'CEDAR'S TV TRIPLE PLAY FOR FALL VIEWING combines programs with morning, afternoon and evening coverage. In addition to the Jack Paar evening show, O'Cedar now has coverage on "Say When" at 10 a.m. and "Charge Account" at 2 p.m. Grand total of the schedule adds up to almost 50 commercials and 115 markets during the early fall months when interest in cleaning is at a seasonable peak.

FEDERAL TRADE COMMISSION issued a set of trade practice rules designed to curb misleading advertising and other unfair practices in the selling of pleasure boats last week. The rules apply to anyone engaged in the manufacture, sale or distribution of boats whose length does not exceed 65 feet.

APPLIANCE-TV

G-E CHRISTMAS SPECIAL FOR DEALERS and consumers from the Audio Products Section will break with an ad in "Life" Nov. 15. Here's the deal: Three-part package—\$109.95 list portable phono with drop-down turntable, 12 long-playing records worth \$60.76 at list and a \$29.95 list six-transistor radio—will retail for \$149.95 in the last six weeks of this year, a period in which General Electric figures 30% of the portable phono business is done at retail. "Life" ad will carry separate dealer listings for seven national zones. To build traffic G-E will offer a Bing Crosby record—monophonic on one side, stereo on the other—to the consumer for 50 cents. The special was worked out scientifically, G-E says, and recording artists were chosen to please customers who buy portables. ■

THE "COFFEE BREAK STRIKE" AT EMERSON Radio and Phonograph Corp., involving about 1,000 employees, was quickly settled after three days. The company and the union, the IUE-AFL-CIO, agreed on a 28-month contract. ■

PREWAY HAS PERFECTED A GAS DISHWASHER. Its features include radial wash arms, greater racking flexibility and a high (180-degree) final rinse, allowing a short, 32-minute cycle. Heart of the unit is a thermostatically controlled gas water heater beneath the tub. Preway expects to have national distribution by the end of the year. ■

YOU TOO CAN SPOT A LIE when you hear one if you've one of the new Takei Kiki-Kogyo, Ltd., pocket-sized, fully transistorized lie detectors. The battery-powered device, called the "Deceptograph" by its Japanese maker, has wires which clip to a suspect's fingers and measure changes in pulse, breathing and blood pressure which are supposed to take place when a person tells a lie. With a suggested list of \$35, the detectors are \$12.50 f.o.b. Tokyo in lots of over 500. They herald a new era in family relations, according to the company. ■

RCA WILL DROP IN A NEW, CHEAPER "HUTCH" model into its stereo console line with a retail guide price of \$525. The new unit will come in maple and will be styled in Early American. Other Hutches in the line now—Danish and French Provincial models—list at \$595. ■

1962 AIR CONDITIONER POTENTIAL IS HOT, according to Salvatore Giordano, president of Fedders. Speaking at the company's annual sales meeting, Giordano said low retail inventories, low saturation and heightened consumer receptivity make sales prospects excellent for 1962. Citing statistics reported by EM WEEK, the Fedders executive concluded that the potential market is over 100 million units. ■

Why The Dealers Gripe About Selling Laundry

Too frequent model changes; lack of sales and service training; service problems. These complaints outweigh home laundry dealers' traditional concern about discount houses and shrinking profit margins, according to an EM WEEK survey.

This magazine's Creative Marketing Section queried 1,000 dealers on home laundry sales practices and received 113 comments on home laundry along with 425 usable replies to the statistical portion of the survey. The majority of the comments fell into this pattern of complaints:

Yearly model changes and drop-ins upset many dealers. One carload buyer said, "We carried five lines in 1960. In 1961, we are going to drop four and concentrate on one because we can't keep up with model changes." Another dealer said, "Models are changed too often with only face lifting. There is no interchangeability of parts, adequate service information nor any training."

One G-E dealer said, "We would like to see the elimination of drop-in models at special prices added to the line in mid-year. Would prefer special prices on regular models for a limited time. Drop-ins make it difficult to control inventory."

On sales and service training, one dealer commented: "Where are the training films, sales meetings, etc., we had between 1946 and 1952? All we get now are gimmicks and specials." Another said, "Our distributor is very nice to do business with but does a poor job of education." A dealer who carries three big name brands said, "The sooner the manufacturers set

up meetings in stores to teach more floor salesmen the full story on each of their products, the more there will be sold."

Service problems are far and away the biggest bugaboo in the home laundry industry. According to dealers surveyed, they range from poor quality control at the factory to needless customer calls after delivery. One dealer, who moved 1,200 automatic washers last year, said, "Our most bothersome problem is the finish. Chips, scratches and ripples cost us thousands of dollars a year."

Distributors came in for a lot of criticism for not having parts available. One frustrated dealer said, "The amount of time and paper work involved in the return of in-warranty parts is worth more than the cost of the parts. It would be better to add a parts service charge to each unit and furnish parts 'no charge' without all the reports to fill out."

Another dealer, who reported that his home laundry inventory was valued at \$75,000, moaned that it was practically impossible to stock enough parts to keep pace with all model and specification changes from the factories.

The lack of good servicemen and the lack of training for servicemen were other complaints. As one dealer said, "We haven't had a nuts and bolts session with our distributor in four years." A number of dealers thought that manufacturers ought to consider the problem involved in servicing in customers' homes when they design products.

What Chance Does TV From Japan Have Here?

Right now U.S. manufacturers are wondering if the Japanese will follow up their transistor radio success here with another marketing triumph in television.

Two factors causing some furrowed brows now: (1) Appearance of a \$99 19-inch portable from Delmonico International and (2) Japanese offers to export their TV chassis for \$30 to \$40 to any American takers. But is this enough to cause real concern?

The answer is no. That's an appraisal by Donald S. Parris, who made an on-the-spot survey in the Far East late this spring as director of the electronics division of the Business and Defense Services Administration of the Department of Commerce.

"I don't believe the Japanese can compete seriously in the U.S. television market," Parris told EM WEEK, adding these words of caution:

"If the demand for television in Japan should decline sharply, TV receivers may be offered to U.S. importers at substantially lower prices in order to keep the plants going."

Parris also believes the Japanese won't be able to compete successfully here in other areas—auto radios, two-way radios and broadcast transmitters, for example—because the market in Japan is not large enough for

them to tool up for efficient production.

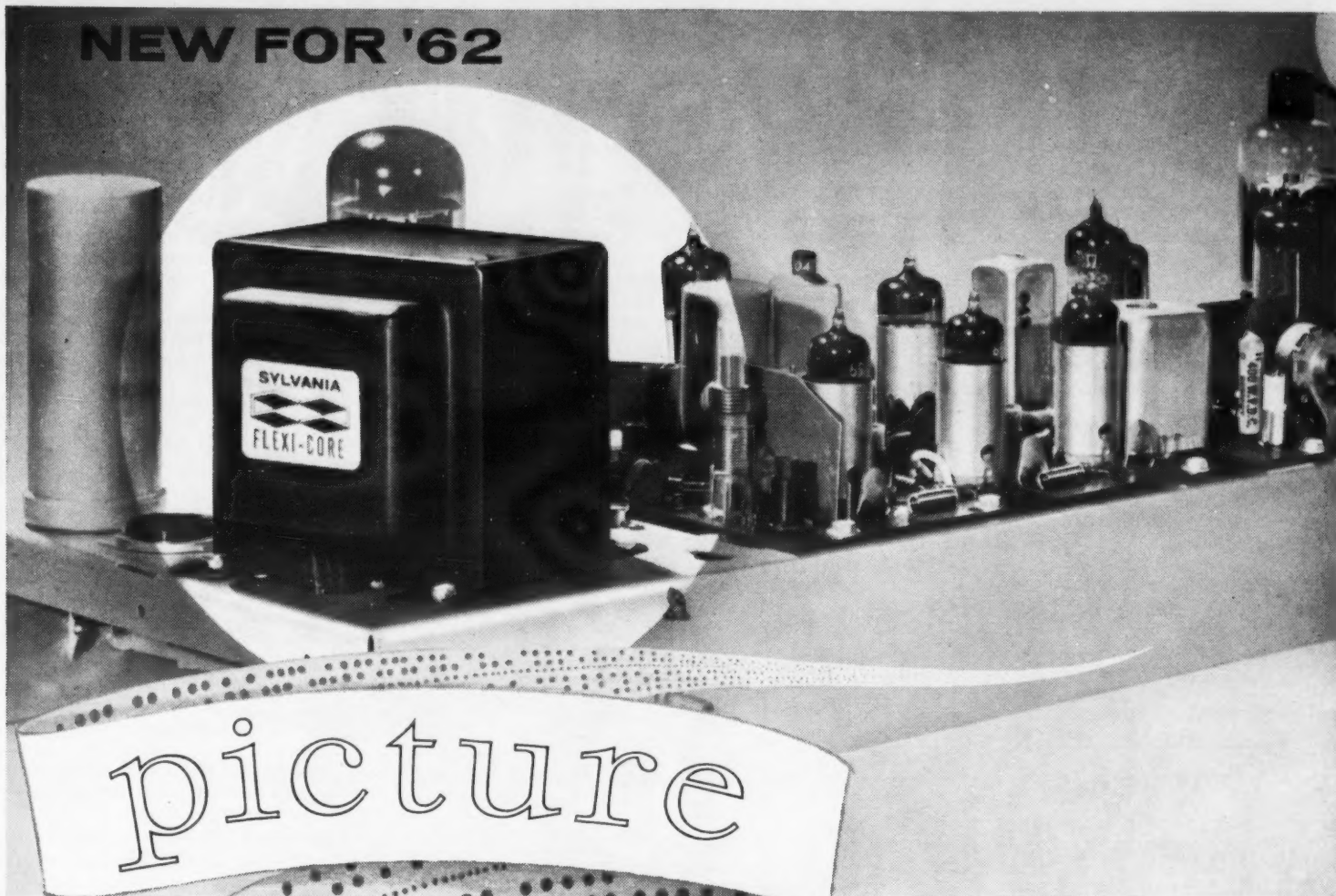
And there are the labor costs to consider. The starting basic wage for assembly workers in larger Japanese plants producing transistor radios, Parris pointed out in a report for "Foreign Commerce Weekly," is about \$1 a day for a seven to 7½-hour day. But this is only a fraction of the wage cost.

Fringe benefits include bonuses of 25% to more than 80% of the basic wage (paid twice a year), heavily subsidized housing and food, free accident insurance and subsidized health programs, pension plans and vacations. And wage costs in the large plants are increasing at the rate of 20% a year.

Increasing price competition has already driven a number of small producers out of the transistor radio business, and now the Japanese face tougher competition from Hong Kong plants which were quoting \$7.50 to \$8.50 f.o.b. prices on six-transistor units.

Production from Hong Kong was running from 20,000 to 25,000 units a month and additional capacity—about 20,000 units—was being added as Parris left. Principal markets for the Hong Kong radios: Latin America and the U.S.

NEW FOR '62



picture

computer TV

runs quieter...cooler...longer

**with first truly new
transformer in decades!**



THE STOCKHOLM Picture-Computer TV Model 23L51: Velvetone reflection-free picture. Woodblend HaloLight. Multiple speakers. International-style cabinet in walnut veneers and hardwood solids. Remote Control optional. 23" picture tube (over-all diagonal measurement, 27½ square inches of viewing area).

At last, a breakthrough in power transformer design. Sylvania developed it, and you'll find it on every new Picture-Computer TV console and table model. Four ways better than any previous transformer, it gives you not only an electronically cool chassis, but also the following advances: Made with interleaving strips — and welded rather than bolted together, it minimizes annoying transformer hum. Because the grain in each

steel leaf runs in the same direction as the current, there's less heat build-up. Because more of the core is exposed, heat is quickly dissipated. Result, a smaller, more efficient power transformer so reliable it is warranted for five full years!

New 5-Way Proof of Quality*

In addition to the five-year warranty on the new power transformer, every Sylvania Picture-Computer TV console and table model comes with a full 90-day warranty on parts and tubes, a full year warranty on famous Sylvania Silver Screen 85 TV picture tube, a five-year warranty on the circuit board, and a lifetime warranty on the exclusive HaloLight® surround lighting.



**EXCLUSIVE PICTURE-COMPUTER TV
SELLS EASY AS 1-2-3**

- 1.** It memorizes every factor of fine-tuning and automatically gives a perfect picture every time.
- 2.** It is built with computer quality to eliminate the major causes of TV breakdown.
- 3.** It's the first TV with the new Velvetone reflection-free screen.

Explain these features to your prospects. Then turn on one of the sets and let them see for themselves. Sylvania Picture-Computer TV practically sells itself!

*Written warranty covers free replacement through selling dealer of any new part shown defective in normal use. Shipping and labor extra.

Quality you can bank on in TV, radio and stereo high fidelity.

Sylvania Home Electronics Corp., Batavia, New York

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



AUGUST 21, 1961

YOUR personal BUSINESS

Going to a business convention in a resort area? Even if the convention location is a mecca for pleasure-seekers, as long as your principal reason for being there is business, cost of travel and living expenses while attending are deductible on your tax return. Keep a separate record of expenses which are strictly business. Those which you can't claim as business expenses include costs of sightseeing and other personal items, such as the expenses of your wife or children who accompany you.

- Expenses at conventions of charitable and veterans' organizations can be deducted if you attend as a delegate of your organization. But, if this is the case, travel costs and living expenses for the convention should be claimed as a contribution deduction. Don't deduct them as business expenses.

▲ ▲ ▲

Anyone you know about to be drafted? With the nation's new military buildup, perhaps you have a salesman who is going to don a khaki uniform shortly. If he's of draft age—between 18 and 26—and has had no previous service, he may be trudging off to the local induction center to join the ranks within a matter of weeks.

The new defense mobilization plan is designed to boost the size of the armed forces by about 9%. First, the Pentagon will try to lure as many volunteers as possible. So you'll hear added fanfare for enlistment and your local post office will become a "tourist" center complete with travel posters for males between 18 and 26. Then increased draft calls will follow. Monthly drafts have averaged 8,000 men, but this quota will be doubled and then tripled in the months ahead. As the call-up plan goes into high gear, who can expect to receive greetings from Uncle Sam?

- For the moment, deferment policies will remain unchanged. Annual deferments will continue to go to young men with critical skills in essential industries, college students, reserve officer trainees, and fathers. But married men with no children—and no earlier service—may hear from their local draft boards.

- Reservists and national guardsmen may be in a tough spot. Earlier this month the President was given authority to call up 250,000 reservists this year for up to 12 months, to retain some reservists up to one year longer, and to extend training periods for all. If a man has standby reserve status, though, only a special act of Congress could put him back in uniform. The first recalls will be distributed among the 1.1 million ready reservists who are on drill pay and the reservists who have served only six months of active duty.

- If a man receives a draft notice, he'll have at least three weeks to take care of things on the home front before heading for the induction center. Then he'll go in for a two-year tour, or he may be able to serve six months and transfer to the ready reserves. As a ready reservist, he'll have to attend 48 drills each year and serve up to 17 days active duty.

- There are still about 30 different ways to approach military service for a young man facing the draft. If he's your son or one of your salesmen, you might want to help him with the questions which transition from civilian to soldier can raise. "You and the Armed Service" by Gleaves and Wertenbaker (Simon & Schuster, paperback, \$1.25) will give you frank answers and an updated preview of all the service alternatives.

▲ ▲ ▲

Don't look directly at the sun even if you're wearing dark glasses— you may be staring at trouble. When it comes to protecting your eyes, smoked glass or sun glasses are no match for the rays of the sun. Dark glasses only screen against the reflected glare which results from such rays. You may be able to travel incognito behind a pair of sun glasses or use them to shield bloodshot orbs from the dawn of a "morning-after." But don't count on them to insure your eyes against the damaging effects of the sun's rays.



"Yeah, I know you undersold me, Maz—but you're nobody."

A DISTRIBUTOR SALESMAN



Looking At Salesmen At Meetings

The sales meeting, one of the most sacred tribal rites of the appliance business, has been challenged by a brave little band of idol smashers known as MR men.

Using slide rules, computers and a cold quizical eye, these Motivation Research men have been tearing apart innumerable types and kinds of sales meetings to learn precisely what value—if any—they possess.

The results of some of these MR studies have recently been made public and they are stuff to provoke "agonizing reappraisals" and howls of protest from the great white fathers of this ancient rite.

These surveys purport to show that the custom of holding sales meetings is not in itself a bad thing. The point they try to establish is that some of the methods used to hold such meetings depress rather than stimulate morale and lower, not boost, sales volume.

To begin at the beginning, the surveys give great importance to the method of salutation for opening the sales meeting.

"Gentlemen" imparts a certain formality and stiffness which might create antagonism.

"Fellows" often denotes a palsy-walsy, oversolicitous approach just a little bit too syrupy in its attempt to gain sympathy and win friends.

"Listen you guys" is a less delicate, if somewhat more direct approach favored by the "let's-call-a-spade-a-spade" school of thought. It isn't recommended for addressing members of the board of a large corporation, but for plain speaking sales managers trying to reach plain-speaking salesmen, it has its merits.

"Hey whaddar you monkeys trying to do, put us out of business?" This is the cold shower, jolt-em-with-a-punch approach. It is the very embodiment of the attention-getter, but runs the risk of creating antipathy toward the speaker.

More and more attention is being paid these days to theatrics in sales meetings. One recent sales meeting featured lions' costumes for the salesmen. The objective may have been to make the salesmen emerge from the meeting with the fight and courage of lions. The sad truth is that most of them felt like jackasses.

One sure way to splash a shower of ice water on the enthusiasm of salesmen is to hold a credit meeting under the guise of a sales meeting. While collections are a necessary function of salesmen, emphasis on credit to the exclusion of promotion can transform a sales meeting into a sure-fire sales inhibitor.

"Held a terrific sales meeting on steam irons last night. Lasted six hours." This type of boast about the marathon quality of meetings is not uncommon among certain types of sales managers who confuse quantity with quality.

After one hour at a sales meeting, the average salesman starts to fidget. After two hours, he becomes bored. After three hours he is probably trying to think up a new wrinkle in padding his expense account for the coming week. Anything longer than this will probably not only make the salesman forget most of what has been presented, but also will create resentment.

Despite everything that the MR boys have to say about it, the sales meeting is still the number one indoor gathering in America. And it's probably a good thing that some of them are sales depressors instead of stimulators. Otherwise, how could we get an increase over our competitors.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager, who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

ELECTRICAL MERCHANDISING WEEK

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RADIO SPECS

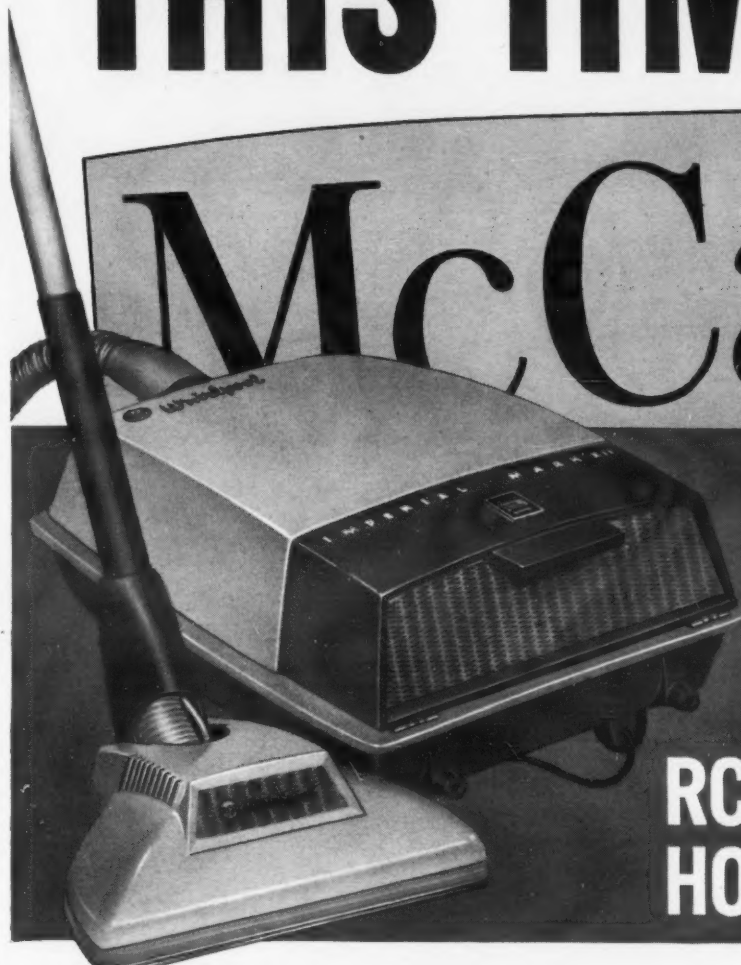
How to sell radios and complete specifications of radios marketed by major companies in the United States will be the subjects of special articles in the next issue of EM WEEK. Don't fail to see this continuation of the popular spec sheet series.

AUGUST 21, 1961

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

THIS TIME IT'S

McCall's



...in their use-tested tag, here's what they're telling prospects about...

RCA WHIRLPOOL HOME CLEANERS

And, we quote: "We cleaned carpets, floors, walls, draperies, furniture and many more surfaces with this complete Home Cleaning System just as you will in your home. Laboratory techniques measured the vacuum's suction power and motor-driven rug nozzle's ability to loosen and remove imbedded dirt and to pick up surface litter." The effectiveness of the dust bag and motor filter in preventing recirculation of dust was also tested. "We found this home cleaner very effective in all tests, convenient

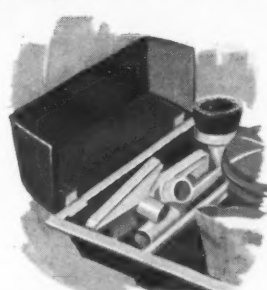
to use for every vacuum cleaning job."

This factual summary of the test results confirms the exceptional performance and convenience for which RCA WHIRLPOOL home cleaners are famous. They deliver more of the deep-down cleaning effectiveness and extra convenience that build brand preference with homemakers. Now they will be *even easier* to sell... because this strong selling story is on the tag for the customer to read and believe in an instant! Call your RCA WHIRLPOOL distributor.

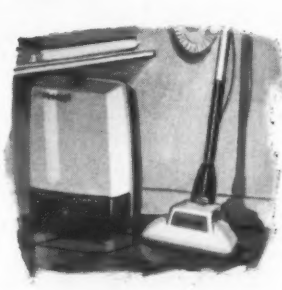
Features we especially like!...says McCall's



"Motor-driven brush gives you upright-type cleaner performance. Really loosens and removes dirt and grooms carpet fibers."



"Convenient, concealed tool storage makes cleaning tools instantly available wherever you're working. No searching the closet."



"Canister compactness means above-the-floor cleaning and storage convenience. Light in weight. Easy to move from place to place."



Join up!...it's easier to sell
RCA WHIRLPOOL than sell against it!



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers • Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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This year RCA VICTOR helps you

Get even faster turnover, even more profits, even more satisfied customers

1 RCA VICTOR IS FIRST IN QUALITY—LOOK AT YOUR OWN SERVICE RECORDS! For the quality, performance and dependability that make sales—and *re-sales*—for you, RCA Victor is out in front. *Take a look at your own service records and compare.* Convince yourself that customer confidence makes RCA—The Most Trusted Name in Electronics.

2 BEST NEW FEATURES IN THE BUSINESS. New Color TV—High-Fidelity tube gives you color so true you have to see it to believe it! In black and white—*New Vista TV* sets a new standard for picture quality! *The exciting new shape of Total-Sound Stereo*—in exclusive new two-tier hutch cabinets! *Newly engineered transistor portable radio* gives extra-clear tone and extra-strong “pull”!



empty them even faster!

for these RCA VICTOR reasons:

3 MOST ADVERTISING, MOST LOCAL SUPPORT.
 Nobody else in the business gives you as much advertising support as RCA Victor. With the most advertising working for you . . . the finest quality and performance . . . the most exciting new features and the most trusted name in electronics, no wonder this year, it's RCA Victor for even faster turnover!

TMK(S)®



The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

AUGUST 21, 1961

**NOW! STYLING THAT MATCHES PERFORMANCE
...GIVES YOU THE MOST TO SELL IN 19" TV!**

*19" overall diag. meas., 172 sq. in. rect. viewing area.

ALL-NEW ZENITH

"DECORATOR CONVERTIBLE"

WORLD'S FINEST PERFORMING 19" TV!



New Dual Speaker Cine-Sound!

Two sound-out-front speakers—one on each side of the screen—produce the rich, full, balanced effect of TV wrapped in sound!



Exclusive Gold Video Guard Tuner!

New 16K gold-filled contact points assure peak signal power, long-life performance. You get a sharper, purer picture—even in far-out fringe areas.

Handcrafted Service Saver Chassis!

No printed circuits. No production shortcuts. Every connection wired and soldered by hand. Assures more dependable operation, fewer service headaches.



New High Speed Electron Gun!

"Paints" more detail on the tube to give the finest picture in TV! Exclusive bonded Cinelens® picture glass gives greater contrast.



Best-Selling Zenith Space Command®!

Proved best by more than a million users. The original cordless remote tuning that controls TV with "silent sound" (in two "Decorator Convertible" models).



The performance of a table model!
The versatility of a portable!
The beauty of decorator styling!

The all-new Zenith "Decorator Convertible" is the world's finest performing, most beautiful 19" TV! Trend-setting styling blends beautifully with fine furniture—mixes or matches with any period. Super-sensitive reception delivers TV's finest picture. Four exciting models in a variety of high-fashion colors. Above, the Seabrook, Model H2231L, vinyl clad metal cabinet in rich golden mist color, \$289.95**.

ANOTHER EXAMPLE OF ZENITH **LEADERSHIP IN ACTION!**

SEE IT AT YOUR ZENITH DISTRIBUTOR'S NOW!



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radio-telecommunications.
**Manufacturer's suggested retail price. Slightly higher in various Western and Southern areas. Prices and specifications subject to change without notice.

ZENITH

*The quality goes in
before the name goes on*

AN EM WEEK EXCLUSIVE:

Specifications For 1962 Lines

PORTABLES • TABLE MODELS • CONSOLETTES • CONSOLES • COMBOS • ALL COLOR SETS

You can start using this 64-page, two-part special section right now.

Both the 24-page Basic Information Booklet and the 40 pages of TV specifications are packed full of up-to-date information which can give you a head start on better profits in the peak selling season just around the corner.

Use these spec sheets, compiled by EM WEEK from data supplied by manufacturers, for comparing the sales features of the lines you stock with those of your competitors, for keeping your salesmen informed about what they are selling and selling against, for choosing the line you want to buy, for spotting the

hot features which your customers will be looking for.

Use the exclusive EM WEEK handy-size how-to-sell booklet for planning a year-long sales and profit program, month by month and step by step. And if you're thinking about getting into Color TV for the first time this year or if you're in it already, you won't want to miss the many profit pointers on selling color.

This special section is presented, designed and edited for the independent appliance-TV retailer (and his salesmen) who wants easy-to-read, ready-to-use product and profit information all in one place.

Extra copies are available.

SPECIFICATIONS START ON NEXT PAGE, HOW-TO-SELL STARTS ON PAGE 35

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (DIAG. MEAS. INS.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCTS.	PICTURE POWER (in Kv)	TYPE OF TUNER
ADMIRAL—Admiral Corp., 3800 Cortland St., Chicago, Ill.																
19	Port	Thinman Custom	P901	\$169.95	Metal	Beige & White	X	X	16	19 3/16	12 7/8	45	S	P	17	Super Signal Turret
		Thinman Custom	P909	169.95	Metal	Two-Tone White			16	19 3/16	12 7/8	45				
		Thinman Executive	P911	179.95	Plastic	Brown & White			16 1/8	21 3/16	12 5/8	50				
		Thinman Executive	P915	179.95		Green & White						50				
		Thinman Executive	P918	179.95		Grey & White						50				
		Sportsman	PS912	Open		Brown & Beige						66				Long-Range Turret
		Sportsman	PS925	Open		Two-tone Green						66				
		Sportsman	PS928	199.95		Grey & White						65				
	Table	Spectator	T930	Open	Metal	Charcoal			15 1/4	23 1/4	12 5/16	60	T			
	Port	Spectator	P931			Brown	X					60				
		Spectator	P935			Green						60				
		Viceroy	PS940			Charcoal						66				
		Viceroy	PS942		Metal/ Vinyl	Mahogany						66				
		Viceroy	PS949		Metal/ Linen	White						66				
	Lowboy Contemp.	Leland	C952		Hardboard	Mahogany		Legs	28	27 5/8	13 1/8	75				
	Lowboy Contemp.	Leland	C953		Hardboard	Blonde Oak		Legs	28	27 5/8	13 1/8					
	Lowboy Early Amer.	Parkson	C969		Hardboard	Cherry		Legs	29 7/8	27 5/8	13 1/8					
	Lowboy Danish Mod.	Allison	C971		Hardwood	Walnut Veneer			30	30 5/8	13 5/8					
23	Table	Linden- Imperial	TG310	189.95, 199.95	Metal	Charcoal		X	19 5/8	25 3/4	16 5/8	93			20	Super Signal Turret
	Table	Linden- Imperial	TG312	199.95, 209.95		Mahogany		X	19 5/8	25 3/4	16 5/8	93			20	Super Signal Turret
	Table	Linden- Imperial	TG313	209.95, 219.95		Blonde Oak		X	19 5/8	25 3/4	16 5/8	93			20	Super Signal Turret
	Lowboy Contemp.	Ashley- Imperial	C321	Open		Walnut		Legs	30 3/16	26 5/8	16 3/4	101			23	Long Range Turret
	Lowboy Contemp.	Ashley- Imperial	C322	Open		Mahogany		Legs	30 3/16	26 5/8	16 3/4	101			23	Long Range Turret
	Lowboy Early Amer.	Winfield- Imperial	C329	Open		Cherry		Legs	31 9/16	26 5/8	16 3/4	104			23	Long Range Turret
AIRLINE—Montgomery Ward, Chicago Ill.																
19	Port	Standard	4231	129.95 (1)	Plastic	Tan/White			15	17 3/4	15	43	S	W	16	Turret
19	Port	Deluxe Luggage	4233	149.95 (1)	Metal/ Plastic	Charcoal/ White	X		15 1/2	20 1/4	12	37	S	P	18	
19	Port	Deluxe Decorator	4234	169.95 (1)	Metal/ Vinyl	Beige/ White	X		16	22 3/4	12 1/2	40	S	W	20	
(1) Slightly Higher On West Coast.																
DUNONT—Dumont Television And Radio Corp., Jersey City 2, N.J.																
19	Port	Bon Voyage Decorette		189.95	Plastic & Metal	Charcoal or Bronze	X		15 1/2	21 1/2	12 3/16	50	T	P	18	
	Port	Bon Voyage Decorette		209.95	Plastic & Metal	Charcoal or Bronze	X		15 1/2	21 1/2	12 3/16	50				
	Port	Bon Voyage Decorette		239.95	Plastic & Metal	Charcoal or Bronze	X		15 1/2	21 1/2	12 3/16	50				
	Table	Nineteener- Decorette		198.00, 208.00	Wood Veneer on Wood	Mahogany, Walnut or Lined Oak		X	16	22 3/4	10 1/4	59				Turret
	Table	Nineteener- Decorette		218.00, 228.00	Wood Veneer on Wood	Mahogany, Walnut or Lined Oak			16	22 3/4	10 1/4	60				Turret
23	Table	Dover- Collector		260.00, 270.00	Wood Veneer on Wood	Mahogany or Oiled Walnut		X	20 9/16	27 5/16	17 1/4	100		W		Turret

B&W Portables, Table Models And Consolettes

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
AUX. JACKS	ANTENNA	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTH ON ALL OTHER PARTS	
	Monopole	Top		(1)				Front	1	5x3	O	Non-Bonded		114	Avail	Cont		1	3	
		Top								5x3										
		Front			X					6x2										
															Adapt	Strip				Push Button; Touch Tuning
															Adapt	Strip				Push Button; Touch Tuning
															Adapt	Strip				Push Button; Touch Tuning
	Built-In Monopole			X						5x3					Avail	Cont				
															Avail	Cont				
					X	X									Adapt	Strip				Push Buttons; Touch Tuning
						X									Adapt	Strip				Push Buttons; Touch Tuning
						X									Adapt	Strip				Push Buttons; Touch Tuning
	Built-In									5	R				Avail	Cont				Opt Ear or Pillow Speaker
																				Opt Ear or Pillow Speaker

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (DIAG. MEAS. INS.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFGR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCTS.	PICTURE POWER (in Kw)	TYPE OF TUNER
EMERSON—Dallman Emerson Corp., 400 5 Ave., New York 19, N.Y.																
19	Port		1800	\$178.00	Metal- Plastic	Assorted and Two-tone Colors	X		15 1/2	21 1/2	12 3/16	49	T	P	16	Tetrode
19	Port		R1818	238.00	Metal- Plastic	Assorted Colors			15 1/2	21 1/2	12 3/16	51			16	Mini-Turret Frame Grid Triode
19	Table		1628P	188.00	Hardwood Veneer	Mahogany Lined Oak Walnut	(4)		16	22 3/4	13 3/4	53 1/2			16	Tetrode
23	Table		1804	198.00	Metal	Mahogany Blonde Walnut	(4)		20 1/4	29 9/16	13 1/2	80			18	Tetrode
23	Table		1632	248.00	Hardwood Veneers	Mahogany Lined Oak Walnut Veneers			20 5/16	29 9/16	12 3/8	82 1/2			18	Mini-Turret Guided Grid
G-E—General Electric Co., Tele. & Rec. Div., Bldg. 5, Electronics Park, Syracuse, N.Y.																
19	Port	Celebrity	M 202 WGN	159.95	Plastic	Green/White	X		16 5/8	19 3/4	12 1/2		T	P	16.5	Pentode
			M 204 WBN	Open		Fawn/ Antique White										
			M 204 WVY			Ivory/Antique White										
			M 204 WEB			Cordovan/ Antique White										
		Designer	M 604 WBG			Beige/Antique White			16 1/8	21 7/8	13				20	Triode
			M 604 WGL			White/Gold			16 1/8	21 7/8	13					
			M 608 WVY			Ivory/Gold	X		16 3/8	22 1/2	13 1/4					
			R 608 WVY			Ivory/Gold	X		16 3/8	22 1/2	13 1/4					
			M 608 WBN			White/Brown	X		16 3/8	22 1/2	13 1/4					
	Table	Custom Designer	M 610 WVY			Ivory			17	25 1/2	12 7/8					
		Custom Designer	R 610 WVY			Ivory			17	25 1/2	12 7/8					
		Custom Designer	M 614 WWD			Walnut			17	25 1/2	12 7/8					
23		Ultra- Vision	M 720 WBZ		Metal	Bronze		X	19 1/2	27 1/4	14 5/8					
			M 720 WMD			Mahogany		X								
			M 720 WWD			Walnut		X								
			M 720 WOA			Oak		X								
GRUNDIG—Majestic International Sales, Div. Wilson-Ray Corp., 75 Sedgwick St., Brooklyn 31, N.Y.																
23	C-ette	Precision	59T55		Hardwood	Dark polished, Light satin, or Glossy		X					S	P		Gold Contacts Disc
MOTOROLA—Motorola Consumer Products Inc., 9401 W. Grand, Franklin Park, Ill.																
19	Table		19T11CH	169.95	Metal	Charcoal	X		16 1/4	22 1/2	12 3/4	59	T	W	19	Frame Grid
			19T12-1, -2	179.95		Green, Blue			16 1/4	22 1/2	12 3/4					
			19T13-1, -2	189.95		White, Taupe			16 1/4	22 1/2	12 3/4					
			19T14W, CW	199.95		Cherry, Walnut			16 1/4	22 1/2	12 3/4					
	Port		19P10-1	199.95		Black, Tan			17	22 1/2	12 3/4	60			20	

B&W Portables, Table Models And Consolettes

AUX. JACKS		ANTENNA		CONTROL PANEL				SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE	
		LOCATION		SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in in.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYSON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Personal Listening Jack	Dipole	Front		X	X			X	Front	1	5x3	O	Non-Bonded		114	Avail as U1800	Cont		1	3	
Personal Listening Jack	Dipole			(1)			X				5x3	O	Non-Bonded		114						
	Built-In			(1)			(2)				4	R	Non-Bonded		114	Avail as 1629P	Cont				
	Built-In			X							4	R	Bonded		110	Avail as U1804	Cont				
	Built-In			X			(3)				6x4	O	Bonded		110	Avail as 1633	Cont				
(1) Form Lsk (2) As MDL 1630 (3) As MDL 1634																					
	Monopole	Top		X					Side	1	4	R	Non-Bonded		110	Avail	Strip		1	3	
	Dipole													X							
	Dipole																				
	Dipole																				
	Monopole	Front			X				Front								Cont				
	Monopole																				
	Dipole																				
	Dipole						X														
	Dipole																				
	Monopole										3x5	O									
	Monopole						X				3x5	O									
	Dipole									2	3x5	O									Swivel Base
										1	4	R									
						X															
						X															
						X															
Speaker Output		Side			X	(1)			Front	2											Room Light Compensator
(1) Provision For Optional Remote Control Unit																					
	Monopole	Front								1	4	R			114	Avail	Cont		1	12	
						X															
						X															
						X					3x5										

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (diag meas ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)	TYPE OF TUNER
MOTOROLA-- Continued																
19	Transistor Port		19P1-1, -2	\$275.00	Metal/Vinyl	Black, Tan			15 1/2	18	12 3/4	43	T	W	15	Transistor
	Automatic Table		A19T8CH	249.95	Metal	Charcoal			16 1/4	22 1/2	12 3/4	65			19	Frame Grid Neutrode Tuner
	Automatic Table		A19T8-1, -2	259.95	Metal	-1 White -2 Taupe			16 1/4	22 1/2	12 3/4	65			19	
	Automatic Table		A19T8-3, -4	269.95	Metal	-3 Cherry -4 Walnut			16 1/4	22 1/2	12 3/4	65			19	
23	Table		23T4BR	199.95	Hardboard	Brown			18 5/8	25 1/4	16 3/8	85			23	
	Table		23T13M, W, BW, CW, B	219.95		Mahogany, Walnut Biscayne Walnut, Cherry, Blonde						85				
	Automatic Table		A23T8M W, CW	269.95		Mahogany, Walnut, Cherry						89				
	C-ette Conver- table Table		23C10M	Open		Mahogany						96				
	C-ette Conver- table Table		23C10W, BW, CW	Open		Walnut, Biscayne Walnut, Cherry						96				
	C-ette Conver- table Table - Automatic		A23C11M, W, BW, CW	Open		Mahogany, Walnut, Biscayne Walnut, Cherry						98				
OLYMPIC--Olympic Radio & Television Corp., 34-01 38th Ave., L.I.C. 1, N.Y.																
19	Port	The Ayers	9TX11	Open	Metal	Ivory	X		16 3/4	19 3/4	12 1/8	51 (1)	S	W	17	Super Tetrode
	Port	The Ann Arbor	9TV12	Open	Metal/Vinyl	Charcoal, Red, Blue, Sand-- All 2-tone w/White	X		16 3/4	19 3/4	12 1/8	51	T			
	Port	The Monterrey	9TV15	Open	Metal/Vinyl	Same As Above			16 3/4	19 3/4	12 1/8	51				
	Table	The Norton	9TZ13	189.95	Wood	Mahogany, Lined Oak, Ebony Cls			17	22 1/2	8 3/4	63				
		The Roanoke	9TRZ14	239.95		Mahogany, Lined Oak Colors			17	22 1/2	8 3/4	64				
23		The Stanton	3T100	199.95		Mahogany, Lined Oak, Walnut Colors			18 3/4	27 17/32	17 31/32	88				Shadow- Grid
		The Tacoma	3T200	219.95		Same As Above			18 3/4	27 15/32	18 3/8	92			20	Frame-Grid
		The Hampton	3T500	239.95		Mahogany, Lined Oak			18 3/4	27 15/32	18 1/32	93				Frame-Grid
		The Oxford	TRB334	249.95		Same As Above			18 3/4	27 1/2	17 7/8	94				Tetrode
(1) Shipping Weight (2) Tilted Filter Glass PACKARD BELL--Packard Bell Electronics, 12333 West Olympic Boulevard, Los Angeles 64, Cal.																
19	Port	Astronaut	19T6	159.77 169.77	Metal	Brown, Charcoal, Turquoise	X	X	15	21	7	50	T	W	18	Neutrode
	Port		19T7	189.77		Black, Tan, White	X	X	15	21	7	50				
	Port		19T8	249.77		Black, Tan, White	X	X	15	21	7	50				
	C-ett		19C2	229.95		Walnut			29 1/2	31	11	75				
	C-ett		19C3	289.95		Walnut			29 1/2	31	11	75				
23	Table	Award	23DT1	239.95 239.95 249.95	Wood Wood Wood Veneer	Mahogany, Walnut, Maple			20	29	14 1/2	95			20	
23	C-ett	Award	23DC10	289.95	Wood Wood	Walnut Walnut			32 1/2 31 1/2	35 29	16 1/2 14 1/2	100 115			20	

B&W Portables, Table Models And Consolettes

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
AUX. JACKS	ANTENNA	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
	Monopole	Top							1	3x5				114	Avail	Cont		1	12	
	↓	Front			X	X			↓	4	R			↓	↓	↓		↓	↓	
	↓	↓			X	X			↓	4	R			↓	↓	↓		↓	↓	
	↓	↓			X	X			↓	4	R			↓	↓	↓		↓	↓	
	Built-In	↓	X						↓	5 1/4				92	↓	↓		↓	↓	
	↓	↓	↓						↓	3x5				↓	↓	↓		↓	↓	
	↓	↓	↓			X	X		↓	3x5				↓	↓	Strip		↓	↓	
	↓	↓	↓						↓	4	R			↓	↓	Cont		↓	↓	
	↓	↓	↓						↓	4	R			↓	↓	Cont		↓	↓	
	↓	↓	↓			X			↓	4	R			↓	↓	Cont		↓	↓	
	↓	↓	↓						↓	↓	↓			↓	↓	↓		↓	↓	
	Dipole	Top						Side	1	4	R	Non-Bonded	(2)	114	Avail	Cont		1	3	
	↓	↓						↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	Dipole	Top						Side	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	↓	↓						↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	Dipole	Top						Side	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	Built-In	Front						Front	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	↓	↓				X		Front	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	↓	↓						Side	↓	↓	↓	↓	↓	92	↓	↓		↓	↓	
	↓	↓						↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	↓	↓			X	X		Front	↓	3 1/2		↓	↓	↓	↓	↓		↓	↓	
	↓	↓			X	X		Side & Front	2	4		↓	↓	↓	↓	↓		↓	↓	
	↓	↓						Front	↓	3 1/2		↓	↓	↓	↓	↓		↓	↓	
	↓	↓			X	X	X	Front	1	3 1/2	↓	↓	↓	↓	↓	↓		↓	↓	
	Monopole	Front		X				Front	1	3 1/2	R	Non-Bonded	X	114	Adapt	Cont		1	3	
	↓	↓		↓				↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	Monopole	↓		↓	X		X	↓	↓	↓	↓	↓	↓	↓	↓	Strip		↓	↓	
	↓	↓		↓	X	X		↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	Built-In	↓		↓				↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	Teacart-Antenna
	↓	↓		↓	X	X		↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	Teacart-Antenna
	Built-In	↓		↓				↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	
	↓	↓	X	↓	X	Option		↓	↓	4		↓	↓	↓	↓	Either		↓	↓	Legs Avail. DC Restorer
	Built-In	↓	X	↓	X	Option		↓	↓	4		↓	↓	↓	↓	Either		↓	↓	Teacart- or Base-Antenna DC Restorer
	↓	↓	↓	↓	↓	↓		↓	↓	↓	↓	↓	↓	↓	↓	↓		↓	↓	

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Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in. ins.)	WIDTH (in. ins.)	DEPTH (in. ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWDERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)	
PHILCO - Philco Corp., "C" & Tinge St., Philadelphia 34, Pa.																
17	Port	K-Line	3059LB	\$139.95	Metal	Light Beige	X						S	P	18 M	Ladder Grid Cascode
19			3220BE	159.95		Beige			15 7/8	18 1/2	12 1/2	35	T		18	
			3220GR	159.95		Colonial Green	X									
			3220WB	159.95		Walnut Brown										
			322SA			Saddle Leather										
			322WH			Wht. Alligator										
			3224GD			Satin Gold						37				
			3224S1			Silver						37				
			2010L	250.00	Leather & Plastic	Brown Leather							Transistor		10 M	Transistor
			2010B1	250.00	Leather & Plastic	Black Leather							Transistor		10 M	Transistor
	Compact		3720CB	169.95	Metal	Charcoal			15 1/2	22	13 1/2	50	T		18.5	
			3722BE			Beige						50				
			3722CG			Covert Gray						50				
			3724GD			Satin Gold						51				
			3724SL			Silver						51				
			3724WA			Walnut						51				
			3726RBE	219.95		Beige						54				
			3728RWH	259.95		White						55				
23	Table		4330EB	199.95		Ebony		X	19	26 3/32	15 1/2	82			20	Ladder Grid Cascode
			4330MR	209.95		Mahogany Red										
			4332MR	219.95		Mahogany Red										
			4332WA	219.95		Walnut										
			4332BL	229.95		Black Mahogany										
RCA VICTOR - RCA Sales Corp., 600 N. Sherman Dr., Indianapolis 1, Ind.																
17	Port	Delegate	172-A-04-MV	149.95 (1)	Plastic	Ebony, Maple Sugar	X		16 1/2	21	11 3/4	38	T	P	18	New Vista (2)
19		Trimette	192-A-06-MV	169.95		Ivory/Gold, Gray/Ebony			16 3/4		12 5/8	36	S		18	
		Travel-Mate	192-A-07-MV	189.95		Ebony/Gray, Blue/Gray, Red/Gray, Maple Sugar/Gray			16 3/4			36	S		20	
		Casual	192-A-07-RS	249.95		Gray/Ebony, Maple Sugar/Gray			16 3/4			42	S		20	
		Urbanite	102-A-09-MV	Open		Blue/Gold, Maple Sugar/Gray, Gray/Gold			17 3/4	23		47 1/2	S		20	
23	Table	Arlen	232-B-15-MV	199.95	Metal	Ebony, Mahogany, Walnut, Oak			20 1/2	27 3/8	20 1/4	89	T		22x5	
		Asbury	232-B-18-M	219.95		Ebony, Mahogany, Walnut					19 1/4	89				
		Allison	232-B-21-M	239.95		Mahogany, Walnut					19 1/8	88				
		Fairway	232-B-21-R	299.95		Mahogany, Walnut					19 1/8	93				
	C-ett	Weldon	232-C-24-M	249.95	Hardwood	Mahogany, Walnut, Oak			32 1/2	28 1/8	19 1/8	98				
	C-ett	Donley	232-C-24-R	319.95	Hardwood	Mahogany, Walnut, Oak			32 1/2	28 1/8	18 3/4	98				

(1) Zone I Retail Price Guides

(2) Neutralized Triode

SONY - Sony Corp. of America, 514 Broadway, New York 12, N. Y.

8 1/2	Transistor Port (1)		8-301W				X					13(2)				
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(1) 12 volt battery pack rechargeable on AC for 100 Cycles.

(2) Battery pack weighs 4 lbs. extra.

B&W Portables, Table Models And Consolettes

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
AUX. JACKS	ANTENNA	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
		Front	X					Front	1	4	O	Non-Bonded	X	110	Avail		90(1)	1	3	
	Pivot													114						
	Pivot																			
	Pivot																			
	Scan					X														
	↓																			
	Monopole									3		Optical System		40						Battery: \$5.25
	Monopole									3		Optical System		40						Battery: \$5.25
	Pivot				X					5x3		Non-Bonded		114	Avail					
	↓																			
						X														
	↓																			
												Bonded		92	Avail					
	Pivot																(2)			
	Pivot				X															
	Pivot																			
(1) Free 90 day service "Carry In" policy																				
(2) Free 90 day service "In home" policy																				
	Monopole	Front	X					Front	1	3x5	O	Non-Bonded		110	Avail	Cont		1	3	
	Dipole	Top											X		Avail	Cont				
	↓	Top													Avail	Cont				
		Top																		
		Top			X	X									Adapt	Strip				
		Front							1	3 1/2	R			114	Avail	Cont				
	↓								1	3x5	O									
	Built-in		X						1	4	R			92	Both	Cont				
	↓									4	R	Bonded			Both	Cont				
					X					4x6	O				Adapt	Strip				
				X		X									Adapt	Strip				
															Both	Cont				
	↓			X		X									Adapt	Strip				
2-Earphone	Monopole	Top-Rear	X						1	4x2 1/2	O	Bonded		90			90	1	12(3)	Opt Cord Assy. for Auto Lgh'r Socket.

(3) Battery pack does not carry warranty.

AN EM WEEK EXCLUSIVE:
Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (diag. in. est. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in. ins.)	WIDTH (in. ins.)	DEPTH (in. ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)	TYPE OF TUNER
SYLVANIA—Sylvania Electric Products Inc., Home Electronics Div., 700 Ellicott St., Batavia, N.Y.																
19	Port	The Rio	19P11	\$179.95	Plastic/ Metal	Brown/ White Blue/White	X	X	16 5/8	18 7/8	12 3/8	40	S	P		Super Distance
	Table		19T12	Open	Metal	Brown			16 3/4	22	8 1/4	37				
			19T18	189.95	Metal	Tan or Brown			20 1/8	27	14 1/4	81				
		The Riviera	19T19	199.95	Metal	Walnut, Mahogany, Blonde			20 1/8	27	14 1/4	81				
			19T01	199.95	Wood	Cherry, Walnut, Blonde Oak, Mahogany	X		16 3/4	22 7/8	10 3/4	40				
			19T02	199.95	Wood	Cherry, Walnut, Blonde Oak, Mahogany	X		16 3/4	22 7/8	10 3/4	40				
23		The Fresno	23T44	239.95	Metal	Walnut, Mahogany, Blonde Oak			29 1/8	27	14 1/4	81	T			
17	Port	Dualette	17D25	Open	Plastic	Driftwood/Ivory	X		15 1/4	21 1/2	13	33	S			
TRAY-LER—Tray-Ler Radio Corp., Radio and TV Div., 571 W. Jackson Blvd., Chicago 6, Ill.																
17	Port	Deluxe	17P6100	139.95	Metal		X		14	16	14	40	S	W		Fireball
19			19P6130	169.95	Plastic/Metal				15	21 1/4	9 1/2	42				Fireball
			19P6232	179.95					15	21 1/4						Silver Seal Shadow Grid
			19P6233	189.95					15	21 1/4						Silver Seal Shadow Grid
			19P6241	189.95					15 1/2	22 5/8						Silver Seal Shadow Grid
		Custom Deluxe	19PR6242	229.95												Turret
		Custom Deluxe	19P6243	199.95									T			Silver Seal Shadow Grid
		Custom Deluxe	19PR6140	249.95								54	T			Turret
23	Table	Custom	23MT6153	199.95	Metal				19	26 1/4	15	89	T			Guided Grid
WESTINGHOUSE—Westinghouse Electric Corp., Radio & TV Div., Mayschen, N.J.																
19	Port	Attache	P-3170	Open	Metal	Charcoal			15 1/2	20 1/6	12		S	P	16.5	
			P-3171	Open	Metal	Turquoise			15 1/2							
			P-3173	Open	Metal	Golden Pewter			15 1/2							
			P-3320	189.95	Vinyl	Blue			16 3/16							
			P-3321			Charcoal										
			P-3322			Brown										
			P-3323	199.95		Cordovan										
	Table	Trendsetter	P-3410		Metal	Charcoal				23 1/2	13 3/8		T			17.5
			P-3411	219.95	Vinyl	Gold										
			P-3412	219.95	Metal	Walnut										
			P-3460	249.95	Metal	Golden Pewter										
			P-3461	259.95	Vinyl	Silver										
			P-3463	279.95	Metal	Cherry										
23			T-3603	219.95		Charcoal			19 1/4	28 5/8	16 1/4					20
			T-3600	239.95		Walnut			19 1/4	28 5/8	16 1/4					
			T-3601	239.95		Mahogany			19 1/4	28 5/8	16 1/4					
	C-ette		T-3720	269.95	Hardboard	Walnut			33	29 1/4	16 1/2					
	C-ette		T-3721	259.95	Hardboard	Mahogany			33	29 1/4	16 1/2					
	C-ette		T-3723	289.95	Hardboard	Maple			35	29 1/4	16 1/2					
	Table	Decorator	T-3605	249.95	Metal	White			19 1/4	28 5/8	16 1/4					
			T-3606			Antique Gold										
			T-3608			Blue										
			T-3608			Red										

B&W Portables, Table Models And Console Sets

[illegible]

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS				CHASSIS			
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	CARRY HANDLE	MATCHING BASE	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	WEIGHT (in lbs.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)	TYPE OF TUNER
ZENITH—Zenith Sales Co., 4001 W. Dickens, Chicago 39, Ill.																
19	Port	The Bermuda	H2101C, F	\$169.95	Metal	Gray/Sand	X		15 1/2	22	11 5/8	53	T	W		Bandswitch
		The Monaco	H2102W, R	179.95	Metal	Mahogany, Walnut					11 5/8					
		The Resort	H2103L		Metal/Vinyl	Brown	X				11 5/8					
		The Surf	H2104G, C	189.95	Metal	Dark Gray/ Light Gray	X				9 1/2				18	
		The Cabana	H2105B, L	199.95		Blue/Brown	X				9 1/2				18	Target Turret
		The Bayport	H2110J, G	209.95		Gray/Beige	X				9 1/2				18	Target Turret
		The Seaview	H2211C			Gray					11 5/8	61				Super Target Turret
		The Biscayne	H2212G, F	239.95		Gray/Beige	X				11 5/8	61				Super Target Turret
		The Crestlake	H2214G	259.95		Gray	X				9 1/2	61			18	Gold Video Guard Turret
		Decorator Con. The Rio	H2125L, J	229.95		Brown/Beige			15 3/4	23 3/4	9 3/4	55				
		Decorator Con. The Shorecrest	H2126J	239.95	Metal/ Vinyl	Beige						55				
		Decorator Con. The Flamingo	H2228J	279.95	Metal	Tan						63				
		Decorator Con. The Seabrook	H2231L	289.95	Metal/ Vinyl	Beige						63				
23	Table	The Alton	H2705R, Y	199.95	Metal	Maroon, Ebony			20	27 1/4	17 1/4	90			20	Bandswitch
		The Bosworth	H2707Y, R	219.95		Maroon, Ebony			20 1/8	27 7/16	17 5/8	88				Super Target Turret
		The Trenton	H2717W, R, E	239.95 W, R, 249.95 E		Mahogany, Walnut, Blonde Oak	X (1)					89				Gold Video Guard Turret
		The Addison	H3308Y, R			Ebony/ Maroon						95				Super Target Turret
		The Fremont	H3310W, R, E	299.95 W, R 209.95 E		Mahogany, Walnut, Blonde Oak	X (1)					96				Gold Video Guard Turret
		The Spencer	H3311Y, W, R	319.95Y 329.95 W, R		Walnut, Mahogany, Ebony	X (1)					96			22	Gold Video Guard Turret

(1) Optional At Extra Cost

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—B&W Consoles

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS			
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)	
ADMIRAL—Admiral Corp., 3800 Cortland St., Chicago 47, Ill.															
23	Lowboy	Hadley- Imperial	LG321	\$229.95	Hardwood	Walnut	Contemporary		31	34 1/2	16 9/16	T	P		20
	Lowboy	Hadley- Imperial	LG322	239.95		Mahogany			31	34 1/2	16 9/16				20
	Lowboy	Hadley- Imperial	LG323	249.95					31	34 1/2	16 9/16				20
	Upright	Clifton- Imperial	C331	269.95		Walnut			35 3/8	29 3/4	17 1/16				23
	Upright	Clifton- Imperial	C332	279.95		Mahogany			35 3/8	29 3/4					

B&W Portables, Table Models And Consolettes

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
AUX. JACKS	ANTENNA	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
	Hank	Front		X				Front	1	4	R	Mon-Bonded		92	Avail (1)	Cont		1	3	
	Monopole				X									92						
	Dipole				X									92						
	Monopole													114						
	Monopole				X									114		Either				
	Dipole													114		Either				
	Hank					X								92		Strip				
	Monopole					X								92		Strip				
	Dipole					X								114		Strip				
									2	6 1/4 x 2 1/4	O					Either				
							X									Either				
						X										Strip				
						X	X									Strip				
	Hank		X						1	5x3		Bonded	X	92		Cont				
										6 1/4 x 2 1/4						Either				
																Either				
						X										Strip				
						X										Strip				
						X										Strip				

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Super Signal Turret		Front						Front	1	5	R	Non-Bonded		92	Avail	Cont		1	3	
Super Signal Turret										5		Non-Bonded								
Super Signal Turret										5		Non-Bonded								
Long Range Turret			X	X	X					6		Bonded								
										6										

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)
ADMIRAL—Cleveland														
23	Upright	Clifton-Imperial	C333	\$289.95	Hardboard	Blonde Oak	Contemporary		35 3/8	29 3/4	17 1/16	T	P	23
	Lowboy w/Swivel	Glenmore-Imperial	L341	289.95		Walnut			30 1/2	35				
	Lowboy w/Swivel	Glenmore-Imperial	L342	299.95		Mahogany			30 1/2	35				
	Lowboy w/Swivel	Glenmore-Imperial	L343	309.95		Blonde Oak			30 1/2	35				
	Lowboy	Cromwell-Imperial	L351	178.00		Walnut			32 1/4	40 5/8	16 7/8			
		Cromwell-Imperial	L352	174.00		Mahogany			32 1/4	40 5/8	16 7/8			
		Lorraine-Imperial	L359	182.00		Cherry	Provincial		33 3/4	40 5/8	16 3/4			
		Carlyle-Masterpiece	L361	Open	Hardwood	Walnut Veneer	Danish Mod.		31	37 1/4	17 1/8			
		Salem-Masterpiece	L389			Cherry Veneer	Early Amer.		31 11/16	35 7/8	17 1/8			
	Lowboy w/Casters	Newport-Masterpiece	L391			Walnut Veneer	Contemporary		32 1/2	34 1/4	17 1/8			
	Lowboy	Westfield-Masterpiece	LS353				Contemporary		31	34 1/8	17 1/16			
	Lowboy	Wellington-Masterpiece	LS361				Danish Mod.		31 1/2	40 1/8	17 1/8			
	Lowboy	Tuscany	LS371				Italian Provincial		32 1/8	43 1/8	17 7/8			
AIRLINE—Montgomery Ward, Chicago, Ill.														
23	Upright	Standard	5211	189.95 (1)	Hardboard	Mahogany	Contemporary		32	29	17	S	W	16
	Upright	Standard	5226	189.95		Blond			32					
	Upright	Standard	5231	189.95		Walnut			32					
	Upright Swivel	Special	5222	219.95		Mahogany			33					
	Upright Swivel	Special	5225	219.95		Blond			33					
	Upright Swivel	Special	5232	219.95		Walnut			33					
	Upright	Deluxe	5223, 5233	239.95		Mahogany	Traditional		32 1/2	34 1/2	16 1/2			18
		Deluxe	5233	239.95		Blond	Modern		32 1/2	34 1/2	16 1/2			18
		Supreme	5224	279.95	Veneer	Mahogany	Traditional	Sliding	32 1/4	37 1/4	16 5/8	T		20
			5234	299.95	Veneer	Blond Oak	Modern	Tabour	31	44	16 1/2			
			5235	299.95	Veneer	Fruitwood	Fr. Provincial	Sliding	31	46	16 3/4			
			5237	299.95	Veneer	Walnut	Danish Modern	Sliding	31	42	16			
	Lowboy	Suburbia	5228	249.95	Hardboard	Walnut	Modern		29 1/2	38	16 3/8	S		18
	Upright	Salem Square	5239	289.95	Veneer	Maple	Early American	Hinged	35	31 1/2	21 3/4	S		18
DUMONT—Dumont Television and Radio Corp., Jersey City 2, N.J.														
23	Upright	Collector (1)	Westbrook (2)	299.00	Hardwood	Mahogany Veneer	Traditional		33	28 1/16	17 1/2	T	W	20
		Collector	Glendale	309.00		Oiled Walnut Veneer	Contemporary		33	28 1/16	17 1/2			
		Custom Collector	Frederik	350.00		Oiled Walnut Veneer	Danish		34	28 9/16	17 13/16			
		Custom Collector	Frederik	450.00		Oiled Walnut Veneer	Danish			28 9/16	17 13/16			
		Custom Collector	Raphael	350.00		Mahogany Veneer	Classic Traditional			27 9/16	17 1/4			

(1) Series names. (2) Model Names

[illegible]

(3) **Permatune**

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (DIAG. MEAS. INS.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NAME	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (In Ins.)	WIDTH (In Ins.)	DEPTH (In Ins.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (In Kw)
DUMONT—Continued														
23	Upright	Collector	Fontaine	\$360.00	Hardwood	Fruitwood Veneer	Fr. Provincial		34	28 1/16	17 1/4	T	W	20
		Custom	Concord	370.00		Maple Veneer	Early American			28 1/16	17 1/2			
		Collector	Williamsburg	380.00		Mahogany Veneer	Traditional			29 1/16	18 5/16			
		Custom	Rheims	380.00		Fruitwood Veneer	Fr. Provincial			28 9/16	18 5/16			
	Lowboy	Collector	Lynwood	299.00, 309.00		Mahogany, Oiled Walnut Veneers	Contemporary		31	33 5/16	17 1/2			
		Collector	Denmark	350.00, 360.00		Oiled Walnut, Blonde Mahogany, Ebony Veneers	Danish		32	38 1/4	17 1/4			
		Collector	Cartier	350.00, 390.00		Fruitwood, An- tique White Ve- neers	Fr. Provincial			38 1/4	17 1/4			
		Custom	Jansen	380.00		Oiled Walnut Veneer	Danish			39 1/8	17 3/4			
			Orleans	380.00		Fruitwood Veneer	Fr. Provincial			38 5/8	18 1/4			
			Delaware	380.00		Maple Veneer	Early American			38 5/8	18 1/4			
			Cellini	380.00, 395.00		Mahogany, Walnut Veneers	Classic Traditional			38 1/8	17			
24		Collector	Montclair	370.00, 380.00		Mahogany, Oiled Walnut Veneers	Contemporary			38 1/2	18 1/2			
27		Collector	Anderson	450.00		Oiled Walnut Veneers	Danish		33	48	21 9/16			
27		Custom	Kopenhagen	475.00		Oiled Walnut Veneers	Danish		33	48	21 1/2			
EMERSON—DuMont Emerson Corp., 680 5th Ave., New York 19, N.Y.														
23	Upright		T1810	\$258.00	Poly- Lustre Hardwood	Mahogany, Wal- nut, Lined Oak Veneers	Contemporary		32	29 9/16	12 3/8	T	P	18.5
	Lowboy		T1811	258.00	Poly- Lustre Hardwood	Mahogany, Wal- nut, Lined Oak Veneers	Contemporary		31 1/8	34 1/2	12 3/8			
	Upright		1801	298.00	Hardwood	Oiled Walnut Veneer	Danish		32 1/2	34 1/2	12 3/8			
	Upright		1802	298.00	Hardwood	Mahogany, Fruit- wood Veneers	Traditional		32	31 1/2	13 1/2			
	Lowboy		1803	298.00	Hardwood	Oiled Walnut Veneer	Danish		32	35 1/2	13			
G-E—General Electric Co., Television Receiver Dept., Bldg. 5, Electronics Park, Syracuse, N.Y.														
23	Upright	Ultra-Vision	M 730 WMD	Open	Hardwood	Mahogany	Contemporary		33	23 7/8	16 7/8	T	P	20
			M 730 WWD			Walnut	Contemporary		33	23 7/8	16 7/8			
			M 732 WMP			Maple	Early Amer.		34 1/2	28 3/8	16			
			M 732 WMD			Mahogany	Contemporary							
			M 732 WWD			Walnut								
			M 732 WOA			Oak								
			R 732 WMD			Mahogany								
			R 732 WWD			Walnut								
	Lowboy		M 734 WMD			Mahogany			31 7/8	30 7/8				
	Lowboy		M 734 WWD			Walnut			31 7/8	30 7/8				
	Lowboy		M 734 WOA			Oak			31 7/8	30 7/8				
	Upright		M 736 WWD			Walnut			35 7/8	29 1/2	16 3/8			
	Upright		M 736 WMD			Mahogany	Traditional		35 7/8	29 1/2	16 3/8			
	Lowboy		M 738 WMD			Mahogany	Contemporary		31 7/8	34 3/4	16 1/8			
			M 738 WWD			Walnut	Contemporary		31 7/8					
			M 738 WOA			Oak	Contemporary		31 7/8					
			M 738 WMP			Maple	Early Amer.		33 5/8					
			R 738 WMD			Mahogany	Contemporary		31 7/8					

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AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. in.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in in.)	WIDTH (in in.)	DEPTH (in in.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
23	Lowboy	Ultra-Vision	R 738 WWD	Open	Hardwood	Walnut	Contemporary		31 7/8	34 3/4	16 1/8	T	P	20
	Upright		M 740 WMP		General Veneers	Maple	Early Amer.		36 1/4		16 1/4			
	Upright		M 740 WMD			Mahogany	Contemporary		35 3/4		16 1/4			
	Upright		M 740 WWD			Walnut	Contemporary		35 3/4		16			
	Lowboy		M 760 WCD			Cherry	Early Amer.	Hinged (1)	34 1/4	42	16			
			M 760 WWD			Walnut	Provincial		30 1/4	42	16 1/2			
			M 760 WMD			Mahogany	Contemporary		28 7/8	42	15 1/2			
		Custom Ultra-Vision	M 870 VWD			Walnut	Scandinavian		30	47	18 3/8			
		Custom Ultra-Vision	R 870 VWD			Walnut	Contemporary		35 3/8	45 7/8	19 1/4			
		Custom Ultra-Vision	R 870 VML			Mahogany	Provincial		31 4/8	48	20 1/2			

(1) Covering Control Panel Only

MOTOROLA—Motorola Consumer Products Inc., 9401 W. Grand, Franklin Park, Ill.

19	Lowboy		19K16	\$225.00	Wood	Walnut						T	W	
			19K17	225.00		Mahogany, Walnut								
			19K18	235.00		Cherry								
	Upright		19K19	225.00		Mahogany, Walnut								
			19K20	235.00		Cherry								
23			25K55M	229.95	Hardboard	Mahogany								
			23K55W, B	239.95		Walnut, Blonde								
			23K55CW	249.95		Cherry								
	Lowboy		23K56M	239.95		Mahogany								
	Lowboy		23K56W, BW, B	249.95		Walnut, Biscayne Walnut, Blonde								
	Lowboy		23K56CW	259.95		Cherry								
	Upright- Swivel		23K57M	249.95		Mahogany								
	Upright- Swivel		23K57W, B	259.95		Walnut, Blonde								
	Upright		23K60M, W	279.95		Mahogany, Walnut								
	Upright		23K61CW	299.95		Cherry								
	Upright- Swivel		23K62M, W, BW	299.95		Mahogany, Walnut Biscayne Walnut								
	Upright- Swivel		23K62B	309.95		Blonde								
	Lowboy		23K63M, W, BW	Open		Mahogany, Walnut Biscayne Walnut								
			23K64M	349.95	Wood	Mahogany								
			23K65CW	369.95		Cherry								
			23K70W	369.95		Walnut								
			23K71MB	369.95		Mahogany Bleach								
	Upright		23K72W	399.95		Walnut								
			23K73MB	425.00		Mahogany Bleach								
			23K74W	450.00		Walnut								

[illegible]

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)
MOTOROLA Corporation														
23	Upright		A23K67M, W	\$349.95	Wood	Walnut						T	W	
	Lowboy		A23K68M, W, BW	Open	Hardboard	Mahogany, Walnut, Biscayne Walnut								
	Upright		A23K72W	475.00	Wood	Walnut								
	Upright		A23K73MB	500.00	Wood	Mahogany Bleached								
	Upright		A23K74W	525.00	Wood	Walnut								
OLYMPIC—Olympic Radio & Television 34-01 38th Ave., L.I.C., N.Y.														
23	Upright	The Morrison	3C101	249.95	Wood	Mahogany, Limed Oak, Walnut	Contemporary		13 3/4	22 17/32	17 31/32	T	W	17
	Lowboy	The Orlando	3C102	259.95		Mahogany, Limed Oak, Walnut, Ebony			30 1/16	33 17/32	17 31/32			17
	Upright-Swivel	The Scarsdale	3C103	259.95		Mahogany, Limed Oak, Walnut			31	27 17/32	17 31/32			17
	Upright	The Pierson	3C205	269.95		Mahogany, Limed Oak, Walnut			30 13/16	27 15/16	18 3/8			20
	Lowboy	The Gilmore	3C206	279.95		Mahogany, Limed Oak, Walnut, Ebony			30 5/16	41 3/32	18 1/8			20
	Upright	The Parkside	CRB339	319.95		Mahogany, Limed Oak, Walnut, Ebony			33 3/8	27 3/8	18			17
	Upright	The Strafford	3C510	299.95		Mahogany, Limed Oak, Walnut			33 1/8	29 23/32	18 1/16			20
	Lowboy	The Ludlow	3C511	319.95		Mahogany, Limed Oak, Walnut, Ebony			28 13/16	41 3/32	18 1/8			20
	Lowboy	The Cezanne	CD342	359.95	Hardwood	Maple	Provincial		31	36 5/8	18 3/8			19
	Lowboy	The Manet	CD344	379.95		Cherry	Provincial		32 1/8	37 7/8	18 1/8			
	Lowboy	The Knox	CD345	359.95		Ant. Cherry	Early Amer.		29	35 7/8	18 1/8			
	Upright	The Yorktown	CD346	349.95		Maple	Early Amer.		31 7/8	28 1/4	18 1/8			
	Upright	The Urbana	CD347	349.95		Walnut	Scandinavian		34 1/4	27 3/8	17 7/8			
PACKARD BELL—Packard Bell Electronics, 12333 West Olympic Boulevard, Los Angeles 64, California														
23	Lowboy	Award	23DC11	329.95	Hardwood Veneer	Maple, Walnut	Colonial, Scandia		32	33	14 1/2	T	W	20
	Lowboy		23DC12	329.95		Mahogany, Maple, Walnut	Traditional, Scandia, Colonial		32 1/2	40 1/2	15 1/2			
	Upright		23DC13	329.95		Mahogany, Maple	Traditional, Colonial		35	34 1/2	16 1/2			
	Lowboy		23DD7	359.95		Maple, Walnut, Mahogany	Colonial, Scandia, Italian Provincial	Tambour	31 1/2	36	19			
	Lowboy		23DD8	399.95 399.95 425.00		Walnut, Mahogany, Cherry	Scandia, Far East, Fr. Provincial	Tambour	31	47 1/2	17 1/2			
27	Lowboy		27DD1	450.00		Maple, Walnut	Colonial, Scandia	Tambour	32	52	23			23
PHILCO—Philco Corp. "C" & Tioga St., Philadelphia 34, Pa.														
23	Console	K-Line	4840MR	239.95	Masonite	Mahogany Red	Traditional		32 5/8	29 11/32	17 1/4	T	P	20
			4840WA	239.95		Walnut	Danish		32 5/8	29 11/32	17 1/4			
			4840BL	249.95		Black Walnut	Contemporary		32 5/8	29 11/32	17 1/4			
			4841MR	259.95		Mahogany Red			34	30	17 3/8			
			4841WA	259.95		Walnut			34	30	17 3/8			
			4841BL	269.95		Black Oak			34	30	17 3/8			
		K-Deluxe	4842MR	269.95		Mahogany Red	Traditional		31 15/16	34 1/4	14 3/4			
		K-Deluxe	4842WA	269.95		Walnut	Danish Mod.		31 15/16	34 1/4	14 3/4			

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HOW TO SELL

COLOR

BLACK AND WHITE



AFTER 10 YEARS OF STALEMATE...

TV Is Ready For A New Era Of Volume And Profits

Whether or not you are happy with your present TV volume and profit you'll have to recognize that television set retailing is about to go through a major change.

Months of study and research on TV's past, present and future convince EM WEEK's staff that once again the whole TV industry is at the proverbial crossroads, or will be during the next few months.

What you as a dealer decide here at these crossroads will be as important to your future in the industry as were your decisions when you were at the crossroads before — when you had to accept the lower margins that came when TV became a mass market product — and when you had to learn to live with portables.

All the laws of successful retail merchandising say that you'll have to start doing something to put your firm in a strong competitive position for a new era of TV selling.

What's so rush, rush, rush? Just this:

- Color TV is ready for the long awaited breakthrough with an impact that will change every dealer's selling pattern whether or not he likes the many hued medium.

From here on in (it may be three years before color sets will reach 50% of your unit sales) color will dominate the TV industry's thinking, and will absorb its best designers and engineers.

- Black and white TV, seeking its permanent niche in an industry eventually to be dominated by colorsets, is scheduled for changes in customer usage, in style, in design and in the merchandising techniques that will sell it.

- Programming, the fuel that fires your prospects and keeps your customers hot, will come up with dramatic improvements designed to take advantage of the medium of color and to counteract present public and government criticism.

Fortunately for you, the study and research that brings forth those predictions also shows that this new era of TV can be much more profitable for you than any period during the last 10 years — if you take the right decision at the crossroads.

That's why EM WEEK is devoting this 4th Basic Information Series booklet to the techniques of selling in a new era of TV set retailing.

On the following pages, you will get another EM WEEK profit-package, including:

- An up-to-date view of the color TV set market, its potential for you as a dealer, and why it will necessitate changes in merchandising techniques;
- A brief course in setting up a retail operation for profitable handling of color TV — designed as much for the dealer already in color as for the many about to take their first step;
- A reappraisal of black and white TV — what may be expected of this established medium during the transition years ahead, and how to sell it profitably in the new era;
- Another EM WEEK exclusive "Promotion Calendar" to help guide you in profitable all-year selling of both color and B&W TV.

And much more. —

But first, let's take a look at this TV industry of yours, where it's been, what it's doing, and what dynamic changes are underway to warrant

EM WEEK saying that your TV retailing business is about to enter a new era.

PROBLEMS WILL BE SOLVED

Until this summer, the TV industry had become well secured in a rut. It was not necessarily an unprofitable rut when economic conditions were favorable, but it hardly could be called a growth industry.

Frantic attempts to hold its own best describes the TV industry's activity for the past decade. Averaging 6,450,000 TV set sales a year, '51 through '60, the industry never dropped more than 520,000 under average ('58) and soared to 1,307,000 sets above average only in '55. Mid-1961 reports indicate that this year's volume may move ahead of 1960—but the end result will be unit sales below the 10-year average, further evidence of TV's struggle to hold its own.

Behind the present plateau of TV set sales are these basic factors, all of which will be changed before TV set sales take off into a new era of volume and profit:

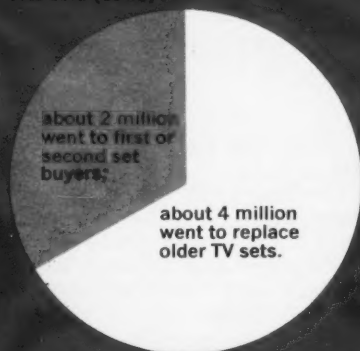
"Natural replacements" dominate the retail TV market. Too high a percentage of the sets you have been selling have been replacing receivers which have conked out. The most common closer for a new set sale seems to be the service department's estimate on the cost of repairing the prospect's present set.

You expect replacement sales and must have them to stay in business, but you are not getting enough "obsolescence replacements"—not enough sales to people whose existing sets are 6-7-8 years

WHY THE REPLACEMENT MARKET IS YOUR BEST BET

Here's Where Your Sales Have Been Going . . .

Out of total 6 million sets sold (1960)



Here's Where You Need To Go To Sell More . . .

5.5 million wired homes without TV

40 million TV homes with sets more than a year old

almost 12 million are way out of date—screen size less than 19 inches

And Here's Why

saturation is 89% of all wired homes—46.2 million,

but total possible market (replacement and first set) 88.5%—45.5 million.

old and obsolete, not by the picture they produce but by the style of cabinet and the features they offer the viewer. Recent figures released by the U.S. Government show that the public is keeping its TV sets an average of 11 years.

With about one-third of the 6,000,000 receivers sold each year going to new buyers or as second sets, you are selling only about 4,000,000 sets—one-eleventh of the 46,200,000 TV sets in use. Yet, EIA reports that in 1960, there were 3,400,000 TV sets with screens 15-inch or smaller in size still in use. And 18.3% of the sets in use have 16-18 inch tubes.

If and when you and the industry are getting the public to replace its TV's in 6-7-8-years or so, sales will rise dramatically to more than 10 million units a year.

Advancements in TV sets have been effective competitively and for purposes of selling up, but they have not interested the viewing public appreciably in faster replacement of still-operable TV receivers. Remote control, better circuits, larger screens, better portability, outstanding cabinetry, all show

the determined effort of your industry to offer the public better sets—but if those features should entice replacement of, say, 7-year-old sets, what's wrong? It takes more than a recession to explain why the industry sold in 1960 1,565,000 less TV sets than the 1953 receivers that should have been replaced.

Prices and profits have been a problem for dealers, as well as for distributors and manufacturers. It is a situation that must, and will change as the industry enters a new era of TV set selling. At the opening of the last decade, your average TV set sale was \$290. During the peak volume year of 1955, your average sales price was down to \$225. Then the trend leveled, with your sales in 1960 averaging \$220 each—combos, \$435, consoles, \$262, and portables \$180. And margins have not changed sufficiently to compensate for the drop in unit and dollar sales.

Slow acceptance of color TV has held back the television set industry as a whole. About 650,000 colorsets have been sold during a 7-year period when

the industry was selling 45,810,000 B&W sets—one colorset to 70 B&W. Last year, if colorset sales came close to the rumored 100,000, sales represented 1 to 56.

Almost everyone in the industry can take some blame for the slowness of color TV's progress and for the effect its existence has had on holding back B&W sales. The unspectacular (compared to the advent of B&W TV) progress of color sales has resulted from: (1) An unforeseen willingness of the public to go off the high board when color came; (2) The apathy of many dealers too absorbed in the principle of the quick sale to take time to develop and manage the specialty selling color TV needs during its early days; (3) Resistance from all manufacturers and distributors except those handling the brands of colorsets on the market at the time.

Most of these problems will be solved or at least alleviated during the first half of the next decade.

What changes are underway, and what may be anticipated? EM WEEK offers a detailed program on the following pages.

COUNTDOWN ON COLOR

PHASE I

Consider this . . .

37% of the nation's TV dealers handled colorsets in 1960. If you are one of them, the time is NOW to prepare for a new era of merchandising. You'll need to step up all that you've been doing and add on many more intensive features to your color TV selling program.

If you're one of the 63% of the dealers who were not handling color TV in 1960, the time is NOW to put all your selling knowledge to work. Prepare your store and your organization for an era in which colorsets will eventually dominate your business.

The industry is ready because . . .

12 MAJOR COMPANIES HAVE COLOR

With colorsets bearing the brands of DuMont, Emerson, G-E, Magnavox, Philco, Olympic, Sears, Sylvania and Zenith joining Admiral, Packard-Bell, and RCA-Victor in dealer's stores, color TV will overcome many of the problems that have held it back. With those brand names spotted wherever TV is sold, as far as the public is concerned, color TV is here.

Knowledgeable observers admit, however, that some manufacturers are putting their brands but not their hearts into color TV. But the same observers agree that a major hurdle has been overcome: Any resistance to, or criticism of, color TV must be issued carefully, if at all, by a manufacturer or a distributor who has colorsets on display.

ECONOMIC FACTORS ARE FAVORABLE

Replacement sales for the past three years have been running 1 million less units per year than for the previous seven years. Logically, there are

more than the normal number of old sets that will be forced into retirement in the next two years.

The colorset industry is getting closer to the "magic million" point in saturation, normally a basic requirement before any consumer electronics product is ready for mass acceptance. By the end of 1961, saturation of color TV receivers should be about 750,000. If the picture tubes keep up the pace, the "magic million" could be reached by late in '62.

Colorsets are getting the go-sign from the industry in a rising economy. There should be more disposable income and consumer optimism. These factors will build durable goods volume.

MANUFACTURERS ARE READY TO COMPETE

This is extremely important to you as a dealer regardless of the brand of color TV on your floor. Even the many manufacturers buying color chassis from the same source will be out to protect their own brand names and to create an individuality not only for immediate volume but for the day when colorsets will be issued from their own production lines.

This is evident already. One of the top manufacturers entering the color TV field this year is featuring "a new and unique color TV receiver." Motorola, yet to begin producing, is creating a competitive position in advance with the announcement of a shorter 23-in. rectangular picture tube. Tube manufacturers are taking a look.

News and product releases to EM WEEK from the manufacturers marketing color TV are mentioning brand features, sales arguments, quality claims, franchise value, etc.

The effect of this competition on your retail operation will be noticeable. Most of the public

resents buying the only brand, style or size available, no matter how much they like the product. It wants a choice.

Competitive advertising will help increase the acceptance of color TV. With regular advertising by manufacturers in newspapers, magazines and on TV inevitably comparing the features of one colorset to another, the public will be helped into the position where it decides which, not whether.

THE PRODUCT IS BETTER

A long way from the "breadboard" darlings of 10 years ago, today's colorsets are equal to or better in construction than the best of the B&W sets. With only two extra controls for color—one for color tint balance, the other to bring color into the picture—operation is truly simplified.

Remote controls, either wired or wireless, give the viewer armchair control of every set operation. Bonded, all sulphide picture tubes bring brighter pictures, better contrast and less reflections. A new tuner tube in the new color TV sets increases sensitivity enough to almost double the fringe market.

The bug-a-boo of service has dropped from a major to a minor point with the colorsets being put out this year. Even in 1960, color TV receivers required an average of 3.2 calls for service while B&W sets required 2.8 calls. With a full year warranty on parts including the picture tube, and the service contract reduced to \$69.50, service drops off as a resistance factor for colorset sales.

PRICING IS FAVORABLE

Prices on the limited number of brands on the market have remained almost constant for several years, long enough to establish with many poten-

The Industry Is Ready

tial buyers that this is a fair and equitable price for the merchandise. Manufacturers entering the field this year have announced prices comparable to those already established.

For the specialty selling merchant, the price structure offers room for the extra cost of producing sales and tempting trade-in offers.

In a recent EM WEEK survey, 70% of the dealers handling color TV reported that it returned them as good or better profits than their lines of white goods. And 73% of the color TV dealers stated that their colorset sales were as profitable or more so than their sales of B&W TV.

With no price breakthrough expected until at least several manufacturers have their own chassis production lines, all brands will be competing at about the same level. Retail margins are holding steady at about 35-36% on regularly ordered stock—plus built-in trades of at least \$100 on most middle to high end models.

MORE COLOR SHOWS ON THE AIR

Programming will be ahead of color set sales from now on, most experts claim. Beginning with the schedules for the fall of 1961, resistance to the purchase of a colorset because "I'm waiting until there are enough color programs" should reach a negligible point. Nearly 2,000 hours of network color are scheduled by NBC alone, including the Walt Disney color hour every Sunday night.

In addition, and very important to you as a color TV dealer, is the too-often-overlooked local colorcasting. Each day across the nation, hundreds of hours of color movies plus local live color programs—civic events, church services, baseball, football, symphony, educational programs, news and weather shorts—are being aired in the day-

time and late evening. All these, plus live or taped color shows from the network.

And, speeding up the amount of color you will be getting from your local stations at times when it is most convenient for in-store demonstrations, is a new TV camera tube. This new image orthicon, interchangeable with the tubes in any color camera, requires lighting no brighter than that normally used in the studios for B&W telecasts. It has particular advantage in cameras used to pick up night sports events. Already, the versatility of this new tube has encouraged several stations to broadcast all local programs in color.

THE OUTLOOK IS STABLE

Too frequently, such a bright picture for the progress of color TV is met with the skepticism: "That's fine, but suppose there's a design breakthrough that will change the size and shape of colorsets and bring the cost down to the same as black and white. Should I wait for that?"

EM WEEK has followed every color TV development since the laboratory models with whirling discs that showed closed circuit color TV in the late '30s. These are the chances it sees for radical changes during the next five years:

A 23-inch rectangular picture tube could be ready for production in two years. With it, colorsets can be reduced in depth by 4 to 6 inches. It will change the styling of colorsets, but not the price. It is the same 3-gun, shadow mask, tri-dot principle of the present tube, and production costs will be the same.

A single-gun picture tube, so long awaited and so often promised, is still a long distance away. If one suddenly became available today, and it produced a picture of the same quality as the three-gun tube, it would require considerable ex-

tra cost in circuitry to make it operate, one set manufacturer told EM WEEK.

Circuit changes are being made each year, and more are expected. But so far they have had little or no effect on the final price tag. One manufacturer is entering the field this fall with "... a line of completely new and unique color TV receivers" but the price is reported to fall within existing brackets.

One manufacturer told EM WEEK: "The basic chassis of a colorset is a good black and white chassis and the cost of those is as far down as possible now. The added components to provide color may cost less because of volume production but it will be a couple of years from now and then it will mean only \$50 at retail."

ARE YOU READY TO ROLL, TOO?

There could be an exception to "Everything is ready to roll"—is it you?

New dealers in color TV are coming in during the middle of class. If you are one, you don't have to experience the hard work of pioneering the industry, but you'd better brief yourself on the fundamentals of retailing colorsets as they were developed by the pioneers. A lot has been learned about selling color TV during the last few years.

"Old timers" in color TV shouldn't close up this booklet yet. You've learned the fundamentals of selling color TV, true. But you should consider that the many factors aired above indicate that your business is close to moving into a new era, from the pioneering to the acceptance stage of marketing. You'll want to adjust your organization to make the transition profitably.

Turn the page for phase II of the countdown on color: Special information for you—whether you're a "new boy" or an "old timer" in color.

COUNTDOWN ON COLOR

PHASE II

How You Can Get Ready

There's a sensible, logical way for you to get into color TV retailing. For each dealer it will be different, so you have to choose a way that suits you and your organization.

Color TV is in its second stage, according to one of the nation's authorities, and you should consider this when you plan your entry. You are not entering the business as a pioneer. You are not going to be pushing the early models of a new product. You are coming in when color TV is entering the "acceptance stage"—a period when most prospects have seen color and a great many are already sold on it as the next set for their homes.

So, in some ways you must start this color TV venture big; in other ways you can start small. That's not really confusing, it just means:

- To handle color TV, you should start off with a physical plant nearly as fully developed as those which the pioneers in color TV retailing have built over a period of several years.
- But, to sell color TV, you can move slower, at a pace more suited to the size of your organization until eventually you have a profitable, full-functioning color TV merchandising operation.

Here's how to go about it.

HOW TO FALL IN LOVE

Few successes in any business have been achieved by "reluctant dragons." You wouldn't be in the TV-appliance business unless you were endowed with that internal mechanism that turns on enthusiasm when you need it.

Well, now you need it!

You've got to exude a bubbling optimism about color TV—you must look and talk and act as if, after all these years in retailing, this is what you and your organization have been waiting for—color TV! Establishing this enthusiasm, backed up by knowledge, will not be too hard. You might even enjoy the respite from peering down the street to see if your competitor took that dump of 19-inch portables.

You've got to fall in love with color TV, according to the reports of every successful color TV dealer interviewed by EM WEEK. Your first move, if you didn't do it years ago with a set from another dealer, is to get a colorset into your home. Put it in the living room and spend some time with it. Try this routine:

- Watch those of your favorite programs that are in color. If your reaction is normal, you will be enthusiastic about the added dimension that color gives to the scenes, people and action with which you are familiar.
- Look for those special programs—special events or spectacles—which you might not have taken time for when you had to see them in monochrome. Note how and why color is used to make them dramatic examples of the value of color TV.
- Join your wife for those of her favorite programs that are now in color. Get her comments. What impresses her may be color-schmolor to you—fashions, drapes, furniture, the color of Como's eyes—but you'll soon need to be an expert on women's reaction to color if you don't want them to walk in the middle of your color TV pitch.

- Watch the color programs that normally neither you nor your wife would view. You can stand them just once if it may mean some sales later on. Note particularly ways in which color enhances the shows. To many of your prospects these will be the shows that will justify buying a colorset. In any case, watch enough color shows so you're familiar with each one.

HOW TO COLOR-CONDITION YOUR STAFF

Experienced color TV dealers say the first order you place for colorsets should include one for each member of your staff who has contact with customers and prospects.

Each staff member should be required to buy one on the favorable preferential pricing that manufacturers have been offering to this group. These prices, about distributor's cost, are likely to be continued by the manufacturers now entering the color TV field. Competition will force it.

Many successful color TV dealers have gone further to color-condition their staffs. They provide long term financing for the colorsets that the staff members buy. Naturally, even if you could afford it, you wouldn't give the colorsets to sales or service personnel, or even loan them. Until their own money is in the sets they won't fully appreciate either the sets or the programs.

Staff members should be encouraged during the store's advent into color TV merchandising to follow a program similar to that outlined above for you. It will result in more and better sales.

To encourage this program, you can try holding a daily meeting for one week—as simple as a bull session during the morning coffeebreak—at which color programs of the evening before are discussed. Have each salesman describe one color program he viewed the night before, how color made the program more enjoyable, and how he will use his viewing of it in his sales work with color TV prospects.

WHAT YOU NEED FOR INVENTORY

The day when a dealer went into color TV with one colorset and a line folder has past. It may not be back until the day when furniture stores can keep one to use as a tie-in with a living room or a bedroom suite.

In the meantime, to compete with the other dealers now entering the business, and to catch up with those who've pioneered in color, you need a balanced stock of colorsets.

- A minimum stock of colorsets is six units, says one distributor. This provides three sets—one low end, one middle, and one furniture model—for the floor, with three in back up stock.

Others believe no dealer should enter the coming competitive era of color TV selling without at least six colorsets on the floor and an equal number in the back room. Either way, the stock provides for a step-up display—so necessary, as we'll see later, when national advertising is featuring colorsets at less than \$500.

- Minimum investment in stock will be about \$2,500 for you, as it would look on the distributor's books. As it looks on your books, however, it can be as low as \$250 or so. With 10% down, you can get free flooring for at least six months on your colorset inventory.

Dealers long in the color TV business report that many banks will increase the ceiling of your credit to provide for an inventory of a new product such as color TV.

WHAT YOU NEED TO SERVICE

If you are now servicing B&W TV, you will want to include the colorsets you will be selling. And don't push the panic button at the idea. 82% of EM WEEK's color TV dealer-readers have service departments and 70% of these handle their own service contracts. Many dealers have found that they can handle their color service contracts at the going \$69.50 rate and make money. Here are facts to consider:

- It won't cost you more than \$500-\$600 to add enough color TV service equipment for both one bench and one truck.

- You can service color TV in the home—an important factor in your cost when you handle your own service contracts. Many dealers handle 90% of all color TV service in their customers' homes.

- If you now service B&W TV, you will want to service color because of the sales value of your reputation as a servicing dealer. You're getting into a competitive business. Customers using your B&W TV service will have that extra confidence in you that will mean many profitable colorset sales because they feel they will get a continuation of reliable service.

- Training servicemen should present no problem to you. Already, one manufacturer of color TV has trained 137,000 servicemen. Uncounted hundreds of men have been trained to service color TV by trade associations, trade schools and unions. Trained color TV servicemen have been produced in some communities by color TV dealers who opened their training programs to all servicemen in the immediate market area (EM WEEK, 29 August 1960).

HOW "COLOR TV" CAN BE YOUR MIDDLE NAME

Remember that you are entering a field verging on a state of acceptance. Hundreds of your old

customers and new prospects have had demonstrations of color TV in stores or in friends' homes. The impact of many manufacturers promoting color plus this year's heavy promotion of color programming may be all that's needed to put them in a colorset buying mood.

Then they'll go to the dealer, or be willing to be taken to the dealer, that is identified as "color TV headquarters." Identification is vital to your venture. Here's a check list:

- Get a "color TV" store sign—your own or one from the manufacturer whose line you handle. For a while, anyway, let it take precedence over all other signs except your name. It is the one that prospects will be looking for.

- Splash "color TV headquarters" on your side-walls if they're exposed.

- Design a prominent "see color TV here today" sign for your front window. Make it colorful and dramatic, but in keeping with the type of store you operate.

- Get in-store signs to call color TV to the attention of the traffic. Have some with arrows to lead prospects to the colorset display area.

- Get in the telephone book listing under TV sales and TV service with revised copy featuring color TV.

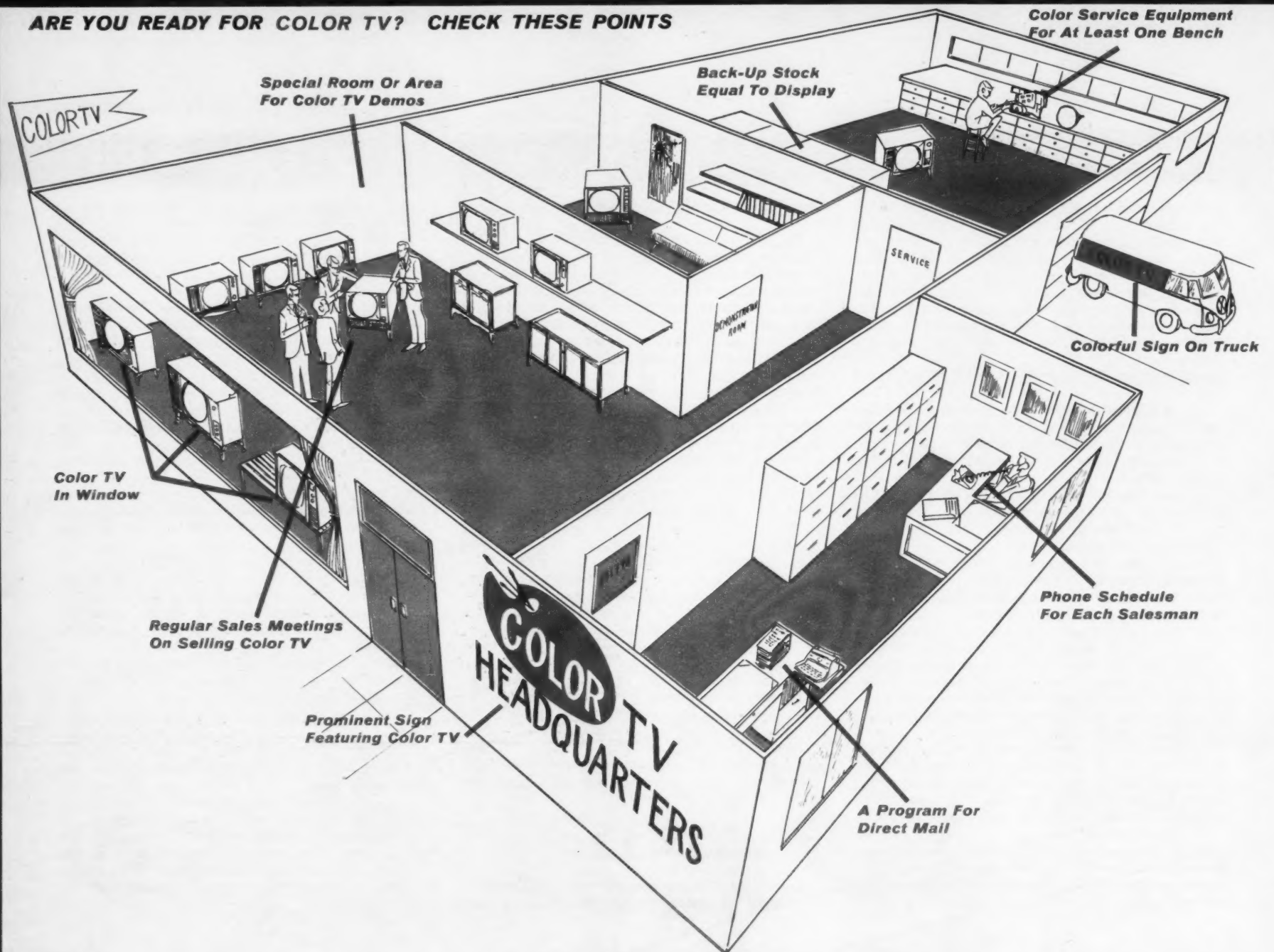
- Use the side panels of your trucks for colorful signs drawing attention to the color TV you are now featuring at your store.

PLAN A COLOR TV SALES PROGRAM

If you've followed the above countdown you are ready to put color TV into orbit. All you need are prospects that you can convert into customers.

To help you meet that need and to guide you in developing a forceful, profitable color TV merchandising program for the competitive era of selling just ahead of you, EM WEEK offers on the following pages an exclusive 10-point color TV sales program.

ARE YOU READY FOR COLOR TV? CHECK THESE POINTS



COUNTDOWN ON COLOR

PHASE III An Exclusive 10-Point Program To Get You Off The Ground

In this final phase of EM WEEK's exclusive countdown on color, you will find a check list of what you need to boost your colorset sales out of the investment stage and into an orbit of climbing profits.

The time is past when one alert serviceman or one dedicated salesman could keep you in competition with the average color TV dealer—the one who sold 13 colorsets in 1960.

The time has come when you need much more than haphazard, half-hearted effort. And this is true whether you've been in color TV for years or whether this is your first flight.

At the same time the average color TV dealer was poking along, there were hundreds of other aggressive retailers, large and small, who were pushing their colorset profits into the stratosphere.

From the experiences of these successful dealers, EM WEEK has drawn the material to give you this balanced color TV merchandising program which you can use in whole or part to win the race for more volume and profit.

10 HOW TO CHECK YOUR WINDOW DISPLAYS

How you use your windows to help you sell color TV depends wholly on the amount and type of street traffic you enjoy. You know from experience how many people pass your store, whether they rush by, move steadily, or walk leisurely.

Window displays for color TV will become even more important during the next few years. So,

with your traffic analysis in hand, consider which of these window ideas will best suit your location.

For a heavy traffic area, take advantage of the chance to identify your store as color TV headquarters, bring you and your color TV brand name together in the minds of viewers, use the windows to emphasize that "Now, Color TV Is Here" and you've got it, that color TV is not expensive.

To achieve those ends, build color TV windows that hit that traffic with a "billboard" effect. Keep the windows simple. Get a colorset up high in the window. Most passersby will be looking over other's heads at the window. Keep the message short: "Color TV for only \$0.00 a week," for example. People must get the message without stopping their pace.

In a normal neighborhood shopping area or a small city main street with moderate traffic, use your windows differently. Show three models of colorsets, low-end, middle and a furniture model.

You want family appeal in these windows. Aim at the middle class family. Don't doll your window up so lavishly that it appears only Mrs. Van Astorbilt could afford color TV! An end table with flowers or a plant beside the colorset, a floor lamp, a coffee table in the center of the arc formed by the sets, simple lattice screens for a backdrop—that's enough to say "any living room."

You can stop this traffic, so design your display to be studied, not just looked at. And the message you use can be longer. But make it dignified. Get across your brand name, your status

as a dealer featuring service, the number of hours of color programming and the popular shows running in color.

Should your window colorset be turned on? During the daytime that's questionable. Even the 50% greater brightness claimed for the new all-sulphide picture tubes in the '62 models must fight the "washing out" that daylight, reflections and the variable intensities of light caused by traffic, the time of day, and moving clouds give to any window display. But, if your window location is the exception, more power to you: get all the extra attention, interest and prospects that a working colorset always produces.

Color TV operating in the window during the evening can be a most effective prospect builder, if your location get traffic at that time of day. On evenings when the store is open, a color show in the window can be an effective stopper, can produce prospects for later follow up for sales.

For evenings when the store is closed, many dealers have used unattended colorsets controlled by a time clock. Some leave the sets operating all evening, to be turned off with the lights. Others have the time clock set to turn the set on when a color program is scheduled. But, either way, use caution. Be sure the colorset is tuned to perfection.

One dealer has been successful in timeclocking a colorset in his window facing a bus terminal. He puts a card on the set reading: "Color TV is so trouble free, we can leave this set unattended for YOUR pleasure while WE watch color TV comfortably at home."

COUNTDOWN ON COLOR

PHASE III

9 HOW TO CHECK YOUR IN-STORE DISPLAYS

More people are going looking for color TV because of the national advertising by many manufacturers plus the increasing word of mouth promotion by users. Last year a survey showed that 90% of the buyers of color TV had decided on color before going to the store. While many dealers disagree with that survey, they admit that the trend is toward that situation. Either way, you will need to pay special attention to your color TV displays if you want to be a factor in your market.

How many colorsets to display doesn't necessarily depend on the size of your store—except for physical limitations—nor even on the volume you're doing. Between your desire to have no more money tied up than that necessary to floor the three-set minimum, and your distributor's wish that you'd display a carload, is a compromise you'll have to work out.

Three sets is the minimum any dealer can show and feel that he is making even a token effort to get color TV business. Some distributors require that many on display in the franchise. But as competition for dealers intensifies, it is likely that minimum will not be generally enforced. Some distributors' salesmen insist that no dealer, however small, can get along without four sets.

The ideal display is the maximum the store can handle in attractive, usable display and demonstration areas. One retailer, highly regarded nationally, has sold 150-170 colorsets in each of the last three years with a two-man operation. He always displays about 25 colorsets with equal back-up.

Display low-end colorsets in traffic areas. If you have a small store, put an operating leader model

near the door where every visitor can see both the color and the weekly payment.

If you have a larger store you need another leader by the cashier where parts, payments, etc., bring traffic, and another, non-operating, in your major TV display area.

You won't sell many of these lowest-priced models, you hope—there's only about \$100 in one for you before trade. But they serve a definite purpose, and will for several years, to emphasize to prospects that color TV is not priced as far out of this world as they've heard.

Many dealers suggest that the low-end colorset be operational only outside the regular color TV display area. In that way, people are stopped and impressed by seeing good color at a price they can afford.

Then they are steered to the color TV section. There, the colorset in operation is a middle of the line console. Now you have more than \$300 between cost and list to play with. You've got the prospects' interest and you'll start selling them in the middle of the line where you can offer a substantial trade in allowance to get immediate action.

Display a balanced line, experienced dealers recommend. This means balanced in style as well as in price. Surveys show that the man of the house makes the decision to buy color TV, but it is his wife who selects the model. And the average age of the woman in a color-TV-buying couple is 47 years, a study shows. She has been accumulating good furniture since her children grew beyond the destructive stage.

Because colorsets will go into the living room, feature an adequate selection of cabinet stylings. The fact that this desire for a cabinet of her choice ups the average colorset sale by \$200 should influence you, too.

A separate room for color TV is no longer considered a necessity by most experienced dealers. The increased brightness offered by the '62 models lessens the need, too. Yet, most dealers feel that if you have the space for a separate area, there are still some advantages:

Prestige is added to color TV by displaying it in a separate partitioned area.

Seclusion holds prospects longer: Maybe just that little bit more needed to overcome the last objection.

Privacy helps your salesman give a talk better cued to the individual couple. He can take time to learn more about them and sell accordingly.

The living room atmosphere lets prospects relax and visualize the color program as they would enjoy it at home.

Furniture models of color TV look more attractive in a separate color TV area with rugs and drapes used appropriately. Decorator styling of the top-of-the-line sets take on added value.

Use color profusely in all color TV display areas. You want to impress everyone that black and white TV looks drab and unfinished.

A few color balloons rising above your low end models can be effective. And there are the many colorful displays that your distributor offers.

These will be important because not only will they give your display area the color you need but they offer brand identification which will become more important from now on.

8 HOW TO CHECK YOUR BEST CUSTOMERS

Several of the top color TV dealers say that right now "everyone is a prospect for a colorset." That will be fact instead of enthusiasm as the next few years pass.

In the meantime, there is still prudence in sorting out the obvious non-prospect and virtue in seeking and developing the people most likely to be willing and able to buy your colorsets. Note who has been buying color TV up to now.

Color TV buyers, according to one manufacturer's survey, have had these characteristics:

Colorsets have been mostly a luxury item. 41% of the buyers had incomes of over \$15,000 annually, 20% between \$10,000 and \$15,000, 30% between \$5,000 and \$10,000, and 9% of the buyers had incomes of less than \$9,000.

The families who bought colorsets on credit had an average annual income of \$8,160.

The average couple buying color TV is a hus-

band 52 years old, a wife 47 years old. Couples buying B&W TV average 4 years younger.

Colorset couples have fewer children.

About 10% of the color TVs were gifts.

Colorset families live in homes averaging \$25,850 in value. \$23,475 is the average for homes of B&W families.

A good prospect list should be one of your first steps. Here are ways to build that list:

Analyze your best customers—they'll be the nucleus of your list of best prospects for colorsets. You should separate them into groups:

Pick out all customers who have not bought a set from you for five or more years. When that list has been culled to exclude customers who have bought elsewhere since, or have moved, you have your prime prospect list.

Scan your list of customers over the years for the "pace setters." You'll remember some who turned in a good 12½-inch set for the first 16-inch model, jumped at the chance to get a 19-inch set when it appeared, and so on. They too are prime prospects for the latest in TV, a colorset.

Have your service manager check his records for people who have had a 16, 17, 19 or 20-inch set repaired within the year. (Later, a special promotion for these prospects will be outlined.)

Look for special prospects. Coming into color TV, or stepping up your color TV operation, at this time—as the industry moves from a pioneering to an acceptance stage—means you can produce some sales for a time with techniques that are characteristic of the pioneering days of any home entertainment product.

Whether you can use the following proven sales builder depends much on whether your community has had an aggressive color TV dealer during the last few years. If you, or your competition, have been among the 81% of the color TV dealers who sold less than 20 colorsets each in 1960, then don't overlook this program:

Compile a prospect list of people who should be owners of a color TV set because of their personalities or their positions. These are the status-seekers and the status-havers: That group in any community that stands out above the crowd because of business, profession, appointment or

election. They are the active, the alert, the ones most likely to want, appreciate and need the latest in styles or products.

EM WEEK analyzed one market, a city of 55,000 people, to show here what such a preferred prospect list would comprise. Here's what you would have to work with if you built the same list:

- Over 1,000 business and professional men on a published list of members of the Chamber of Commerce, including 330 physicians, 90 dentists, 175 insurance agents, 50 photographers, 290 attorneys, etc.

- 428 civic leaders in a big or small way—the four officers of each of 107 organizations ranging from garden clubs to Elks and Lions.

- 112 officers of the PTAs in 28 schools.

Each one of these is a logical prospect for a telephone or direct mail campaign.

Seek influential prospects, people in business who will be exposing the colorset where it will influence viewers toward the idea of color. For those businessmen, showing a colorset can be a prestige move. For you as the dealer who sells it to him, it can be another phase of your campaign to condition your market to color TV.

One distributor, promoting this idea, has been suggesting that his dealers contact the owner or operator of restaurants, taverns, private clubs, beauty salons, hotels and motels, labor unions, civic clubs, country clubs, athletic clubs, fraternal groups, church organizations, the "Y" groups, U.S.O. and many other organizations which normally have a TV set operating.

For those prospects, the distributor has been encouraging the promotion of remote control color TV. To help his dealers do that, he has had one remote model with a special price for sale to locations where large groups would view it.

7 HOW TO CHECK YOUR PROSPECT LIST

Each of those special prospect lists you've developed need individual attention. And you should put your program for developing the prospects on a time schedule.

Remember that they are prime prospects. They

won't keep forever. Put a couple of evenings back to back to plan your fall campaign. Get at these prospects before it's too late. And have a program that's flexible.

Direct mail is not the most important means of developing sales from your lists of special prospects, but it should be the first used because it will provide the groundwork for your personal and telephone contact. Many ways to use direct mail in building color TV set sales will be covered later—here we are concerned only with your VIPs, Very Important Prospects. You have several approaches to try:

You can mail a personal letter to everyone on the VIP list offering either a free home demonstration or a special color TV demonstration in the store.

One manufacturer and his distributor suggest that procedure. But many experienced dealers warn against it. You are not the only merchants or organizations having these lists of names. They are standard mailing lists for offers and propositions of every kind.

You can use those special lists to better advantage by mailing line folders, a "color TV newsletter" bringing the recipients up to date on color TV set progress and color programming. You want to establish three points with the VIPs: (1) That color TV is here and desirable; (2) That you carry a specific brand of colorset; and (3) That you are the logical source for a color TV receiver.

Telephone contact with the people on these special prospect lists is by far the most practical approach after you've paved the way with one or two mailings. You have one objective, to get these special people to witness a demonstration of your brand of color set either in their homes or in your store. More than one type of approach has been successful:

"When I saw your name on the (. . .) list I knew that you would be a logical person for me to call to let you know that we now have the latest models of the (brand) color TV set in stock. We've found that active people, the ones who do something in the community, are the first to recognize the value of color TV and the beautiful programs

COUNTDOWN ON COLOR

PHASE III

it offers. "I assume that you don't have as much time as many people to watch television so you want to make the most of it when you get the chance. A colorset will give you that chance. And of course, there's a lot of prestige to having a color TV set when you have your friends from (the organization) in to visit." This is followed with an offer to provide a home demonstration.

"We have a special promotion on color TV for people who are active as officers in local organizations. We can offer a special trial in your home, and if you like the wonderful entertainment that you'll get from color TV, we are authorized to make a special trade-in offer on your black and white set that will make the price of the colorset very tempting."

Other variations on using the telephone to work such lists of prospects will come to your mind from the days when you used the same approach to move the then equally-expensive B&W TV sets into "prestige homes."

In-person solicitation of the prospects on these VIP lists has no equal in getting results.

Face to face with a prospect you can establish confidence, counter resistance, adapt your story to the prospect's circumstances, and use all the specialty selling techniques you have learned over the years.

You will be trying to set up an appointment for such face-to-face contact through your telephone program above, but there are some parts of the special prospect list that can be reached by personal contact without appointment.

Most important are: Owners or managers of motels and hotels, restaurants, taverns, private clubs, the "Y" groups, etc. You can walk in on most of these prospects, and you can arrange to make one or two of these calls when you are in their neighborhoods. If you know well just how color TV can be of value to these prospects' businesses or organizations, and you have a "special"

or some nature to offer, you have a good chance to move a number of colorsets this fall.

6 HOW TO CHECK YOUR ADVERTISING

You can't let those lists of VIPs constitute your whole color TV sales building program, or rely on your displays to keep you busy closing colorset orders. Too many color TV dealers have been trying that. (Maybe that's why the average sold only 13 sets in 1960.)

You've got to beat the bushes to get color TV volume. And for that, there is no substitute for advertising.

Even if you are located in one of the many sections of a big city where newspaper advertising is too expensive, don't overlook the many other effective media that can be used to bring you color TV prospects. The important thing is to have a balanced program.

Know your purpose when you plan your color TV advertising program for the year. What are you trying to do? For most dealers—except possibly the score who have established themselves in a dominant position during the last few years—color TV advertising must get across to a broad audience that:

Color TV is here, it is good, everyone should have it;

You and color TV are synonymous in your community—you are Mr. Color TV, the only logical and practical place for the reader to consider looking for a colorset;

You have that particular brand (s) of color TV which the reader has seen touted in national advertising;

You have some special reason right now to come to the store or get in touch with you about a color TV set.

Know your prospects. In most market areas you have these groups:

People who have B&W TV sets conking out the day before or the day you run your advertising. These are the sets that can't be repaired economically and must be replaced.

People whose sets are functioning, but badly—no survey shows how many there are, but it must be high when you consider that people are keeping their TVs an average of 11 years. These are people who keep saying "we've got to get a new set one of these days."

People who have sets operating satisfactorily, but sets of "model T" vintage—the 3.4 million 10, 12½ and 14-inch sets still in use (not all are active as second sets!)—and many of the 14.9 million 16" to 18" sets in use which are not portables. These are prospects for a new TV set, but haven't been given a good enough reason to get off the dime.

People who have relatively new and satisfactory B&W sets, but who could be shown that a color TV set is desirable for one of many reasons—pleasure, prestige, etc.

People who are buying second sets—a small but steady flow of prospects in any middle and upper income market. Your objective here is to convince them to use the present set as a second, get a colorset as a first set.

Know when to advertise and promote color TV sets so you'll get maximum response for the money you (and your distributor) spend. Do it without jeopardizing the budget that must be kept for promoting B&W sets.

It is likely that colorset sales will continue to be much more seasonal than the present industry month-to-month sales curve. The leveling factor for TV today is the sale of portables.

When you consider seasonal possibilities, take these approaches in your advertising schedule:

A steady play for the replacement of retired B&W sets during the May-August lull;

A crash program in September and October to establish your place in the market, to emphasize colorsets when people normally return to TV for entertainment, and to take advantage of the promotion that will be given to the new color programming schedule;

A continuation in November and December of the program started during the previous two months, plus emphasis on color TV as a gift item and as a valuable entertainment asset to the family during the holiday season;

A varied program during the winter months

when people are "shut in" in most markets—a chance to push for second set sales, to seek home demonstrations, etc.

Figure the major chunk of your budget for color TV for those seven months—and see *EM WEEK*'s exclusive TV Promotion Calendar in this booklet for ideas on using that budget.

Know where to advertise. Most of the scores of dealers who sold 100 or more colorsets in 1960 did not rely on one advertising medium or on one basic promotion idea. They balanced their efforts with astute knowledge of their individual markets. As you plan your advertising program, keep your market in mind, and consider the characteristics of these media:

- Newspaper advertising will continue to be the foundation of your program, unless you are a small or medium size dealer in a major metropolitan center. Use newspaper advertising to . . .

Join with other dealers in joint brand promotions under distributor sponsorship. This advertising will become more important a year from now when the manufacturers will be active enough in color TV to become seriously competitive. In the meantime it is a good place to keep your store identified with color TV.

Use general display advertising of colorsets under your logo in the regular co-op campaigns your distributor offers. If you get favorable co-op, this is a sound way to promote during the still-early days of color TV. Later, when prospects start price-shopping color TV, drop this type of advertising unless you get close to 100% co-op, or you'll just be a patsy for some price operation.

Feature individual advertisements of your own creation for color TV in your evening newspapers. You can get co-op for most of these if you work it right. But have a purpose! Sure, you will be pushing someone's brand and you'll be promoting color TV, but highlight the copy with something that points to you. Have a reason for the reader to act, right then and with you: A special demonstration offer, a special trade-in offer, a give-away, open on a special evening. There are many ways: Check the Promotion Calendar to prepare a sequence of advertisements that can get that action.

- Direct mail has to be used in any balanced pro-

gram of advertising you prepare. Some dealers dislike it on principle, but it is growing steadily in importance in all TV-appliance sales building. Take a look at where you can use it to help you get prospects for colorsets:

It has already been detailed as the first step in preparing your VIP lists for your phone or personal visit.

Use direct mail for saturation. No other medium compares with it. Try it on a specific neighborhood at a time. Create a special promotion for color TV sets, and then mail 1,000 to 5,000 mailers each week. It will bring a steady, but never heavy flow of colorset prospects.

Try personalized direct mail: Letters addressed to old customers or other special lists plugging one of the several promotions described later. Use full color letterheads.

Timing your direct mail is important. Don't have it show in people's letterboxes the day before a three-day weekend or before a popular sports event or such city-wide upsets as circus day. Watch out for competing promotions: A Sear's parking lot sale, opening of a shopping center, etc. There are plenty of weeks and weekends when, if you plan ahead, you can create the most impact on prospects.

- Other media can be effective, depending on your market area. But you know already whether it is worthwhile for you to use radio spots, TV spots, billboards, buscards, etc., to advertise TV sets.

If those media have been effective for you, use them for color, too. Radio spots are a good way to hit your market with a steady pitch for TV replacements.

TV spots, particularly with locally originated color programs, may soon shape up as one of the ideal advertising approaches.

Colorful billboards featuring your brand and your imprint should be taken, if your market has key spots where such boards are viewed primarily by people from your market area.

In all cases, get your share of the co-op that's available for this type of advertising.

Know how to advertise color TV to make your budget go further and get more results. Here are some basic rules developed by experienced color TV dealers:

- Price is important, but not competitive pricing yet. Admittedly, you or a competitor will get a dump occasionally, and when you do and can advertise colorsets for \$199-\$299, and be swamped for awhile. But in the long run, featuring either the list price or a cut price on colorsets is not proving valuable to dealers in the majority of markets.

Most effective use of price in colorset advertising is the "as low as \$3.60 a week" or even "as low as 52¢ a day." Your objective here, of course, is to overcome the too-general impression that color sets are still in the \$1,000-up bracket.

- Use full-color newspaper advertising if the cost is not too far out of line. And it may not be as far as you think: Many newspapers in smaller cities now have color presses and are keeping rates low to interest the food advertisers. Check with your newspaper. Remember, a major cost to most 4-color advertisers, the engravings, won't be in your budget. Most distributors have them available for free.

Most effective use of full color is in the illustrations that show a scene—preferably one from a popular TV show—in both black and white and in full color. It tells the story without words, has tremendous stopping power.

When your distributor runs full color advertisements, usually in wide circulation Sunday editions, evaluate the cost to you for a listing. It could be worth your while. These advertisements have produced results in many areas.

- Use colorful language if you can't always use full color in your color TV advertising. Don't feature chassis and stuff. Picture in words the realism of color shows, the naturalness of the people, the reproduction of nature's hues, what the reader is used to in color movies. Then back it up with brand identity and dependability and evidence of your experience and reliability. But be colorful first.

- Make use of programming. It is still the only reason why people should buy your colorsets. If you sell in most area covered by your newspaper, consider using space beside the TV listings. Use it to point out the amount of programming in color, either by the day or the week.

If your paper has a TV supplement on Saturdays or Sundays, you have an ideal spot to list the programs for the week that could be seen in

COUNTDOWN ON COLOR

PHASE III

color if the viewer had one of your colorsets.

● Talk trades. You have to break some prospects loose from a set in which they feel they've invested more money than they wished. Other prospects will be moved by the chance to take advantage of an offer of what they'll consider fabulous for the worn out set they're sick of having around.

Remember that all TV set prices, except a couple of leaders, carry built-in allowances for trades. Don't make the mistake of going to realistic trade-in offers either with the idea of picking up an extra bill or by first pricing the colorset without the built-in trade.

5 HOW TO CHECK YOUR OWN PROMOTIONS

Color is dramatic, and with a schedule of promotions you can make the drama of color produce colorset prospects for you. Here are some of the tried and tested color TV promotions brought up to date and cued to your use.

Hold special "color TV events" at the store. Only your imagination and your pocketbook restrain you. Here are variations:

A color TV weekend. Wrap up every color angle you can think of into a Friday evening through Sunday night promotion. Tie in with a special show each of the nights and both afternoons (special door prizes for people who watch the shows). Feature extra trade-in offers. Dress salesmen in colorful costumes if your store lends itself to that approach.

A color week, similar to above but stretched out. Hold special events with snacks for women during the noon or afternoon color shows. Have prizes after each evening show. Use color in decorations inside and outside the store. And—try a preview. For weekend before the highly publicized color week, invite the old customers on your

list for a preview of the major color shows on Sunday afternoon and evening.

Occasional "backdoor" parties will expose more people to color TV in your store. Standard procedure is to keep front door locked, bring guests or let them in through side or rear doors for a private showing. Pick nights with color shows which have general appeal. Try a switch sometime: Give each salesman an evening just for his prospects. "Boss is turning the store over to me for tomorrow night, etc. . . ."

Tie in with local shopping nights. Every night that stores in your area are open, hold an open house during the hour or so of the best color show. Use a sandwich card on the sidewalk if legal. Feature "Open House tonight—see (chalk in name of program) at (time) in FULL COLOR." Have a door prize to be given after the program so you have a chance to get names and addresses.

Use the color movies scheduled for this coming season to bring traffic to your store. An advertisement in the theatre page announcing "Tonight only—'Barefoot Contessa'—in full color, 9 to 10:30 P.M. at Jones Electric — FREE — no admission charge — door prizes — everyone welcome," will reach the entertainment seekers.

Use the new color TV shows to interest special groups—not the VIPs on your list, but the members of organizations they represent. You can find many ways to tie in. Try the local camera club, or at least its color slide enthusiasts, for the Disney Show which Kodak sponsors. Get all the local aviation people, through the flying club, for the "High and the Mighty."

Give live telecasts in color all the attention you can, they're tops for demonstrating. This fall, make special effort through advertising and personal contact to get men to the colorcasts of college football. Some dealers consider these to be the best of all color shows because of the favorable lighting.

Watch your station's schedule of locally-originated color shows of interest to special groups, then tie in as host or sponsor or both.

Keep plugging trade-ins. Huge allowances will be part of the colorset selling business for a long time to come, and certainly as long as pricing of colorsets carries built-in trades. You'll be talking about them and advertising them, but you can

also make them a basis for an occasional promotion. Here are two for a starter:

Surprise the public with the amount you are giving in trade on the purchase of a color TV set. Feature an old set—preferably a 16" or 17" table model—in your window and your advertising. Offer prizes for nearest guesses on amount you gave for it in trade. (Be able to use purchaser's name later to substantiate the amount.) Have a small give-away for all who come into the store to register a guess. Make a big noise in your newspaper advertising when the prize is given and the surprise amount is revealed.

Hold an "Old TV Roundup" just as you may have done many times for ranges. Seek out the 10, 12½, 14, 16 and 17-inch sets still in use in your market. On those sizes only, offer a special trade-in bonus "for one week only". Ignore the 19, 20 and 21-inch set owners in your promotion. If they come in and wonder why they're excluded, you can always make special arrangements.

You can go further with the roundup promotion. Offer a free colorset to the owner of the oldest TV set in town. Spread this promotion over a month and announce the "week's oldest" to hold interest and get more participants.

4 HOW TO CHECK YOUR COMPETITION

Joining your competitors takes an attitude quite different than that prevalent in the dog-eat-dog of present-day B&W TV selling. If you consider that you are in the tail end of the pioneering days of color TV and progressing into the acceptance stage, you will feel better about joining your competitors and others who have an equal interest in the acceptance of color TV.

Work with other dealers to increase the color TV consciousness in your market area. There'll be quite a sizeable group of you in most communities. Here's a suggestion:

Arrange a no-host luncheon meeting soon. Invite every dealer who has a franchise for the brands now fielding a colorset. Get a representative from local TV stations and newspapers.

As a program, concentrate on uniting the group as an informal but effective local promotion force

dedicated to using every practical means to increase the interest of the people in your community in the value of color TV.

Ask each dealer to bring with him his copy of this EM WEEK booklet, or get enough to put one at each plate. You can read aloud Phase I of Countdown on Color.

Get each dealer to suggest possible joint promotions for the months ahead. Your TV station representative can help here by telling the group what spectaculars and other color shows will be coming up during that time.

Bull session color TV in your community. Let every dealer speak his piece. Some will show enthusiasm and many ideas will emerge.

Plan a tentative schedule of events that will keep color TV in the limelight. Plan for special nights when all color TV dealers will stay open for a much publicized "open house." Get the TV station to advertise its programs for that night and mention the open houses. Plan a "trade-in week" when all of you will offer extra allowances on old TVs toward the purchase of a colorset. Plan where in your community you can get constant exposure of operating color TV receivers in good traffic areas—utility offices, public places, etc. You can take turns in using your brands. Many other ideas will come up if you and the boys kick the subject around awhile.

Just a few don'ts. Don't go in for the formality of an association with all that legal jazz, just operate as "the color TV dealers of (your city)." Don't put the burden of arranging the group's activities on one or two dealers; make everyone a committeeman in charge of one activity. Don't talk prices or standardize on any given amount to be offered in trading; that's illegal.

3 HOW TO CHECK YOUR TIE-IN PROMOTIONS

Many industry groups have more than a casual interest in the success of this potentially multi-billion dollar industry. You can work with some of them now:

Electric utilities. In some areas these utilities have extended their promotional campaigns to include

TV. Some of them are doing it as part of a general effort to keep their appliance dealers economically strong. Others—and more will follow—have analyzed the TV load, figured that helping sell new sets, particularly colorsets, will help their loads in the late evening hours. Don't expect the utilities to be in the forefront of color or B&W TV promotion activity, however. Just be happy when they take an interest and give them your support.

TV broadcasters. They will be promoting color TV very actively from now on, and you will have an opportunity to join with them in using the new color series and the special events to increase the public's consciousness of the amount and the value of color TV. Give them your support. Loan colorsets if they find locations for special showings. Put up the banners, signs and notices which they turn out to publicize the color programming. Give your advertising support to the stations that are increasing their local as well as network programming.

TV servicemen. Those allies of yours have organizations or unions in most large communities. Make colorsets available for their monthly meetings. Speak on the future of color TV at one of their meetings. This booklet gives you the information you can use for such a talk.

Neighborhood groups or merchants' associations. You've probably been working with one or more of these. Start now to feature yourself as the color TV dealer in the group (your co-members are prime prospects, too) when you all plan promotional activities. Make the attraction at your store a colorset. If the promotion calls for giveaways at each store, feature colored balloons and strings of colored lollipops. Try to get the others to share the cost of a colorset when they're deciding on a major prize for a big promotion.

2 HOW TO CHECK YOUR SALESMANSHIP

When you or your salesman are face to face with a color TV prospect on the floor, what magic do you work that produces a sale? This is no place

for a course in fundamentals of retail selling, but it is a proper spot to show how a dealer or salesman adapts his experience to the closing of a colorset sale.

Qualify everyone who is interested in a TV set. Some dealers are automatically taking every TV prospect to the color TV department or display area. Others believe in asking every TV prospect "Color or black and white?" before taking them to any TV set. You'll be surprised, they say, at how many visitors will respond, "We want to see a black and white set. Our old TV is giving out—we hadn't thought of a color set." This gives you a chance to help them think of the possibility of a colorset for a few minutes. Others may answer: "Oh, a black and white set, of course—we couldn't afford a color TV." Then you are ready to point out that most families can afford a colorset.

To others who reply, "We just want a cheap black and white set for the playroom," or some other second-set usage, you can suggest that they use their present set in the second location and have a wonderful color TV set in the living room.

Get interest in color from visitors who don't ask for it. These techniques work:

Use time payment terms to develop prospects as well as to qualify their ability to buy. Ask the usual "about how much did you plan to spend for a new TV set?" If they say, for example, "about \$250," you can comment, "that will be about \$2.50 a week. Did you know that for only \$3.50 a week you can have one of these new color TV sets?"

Use prestige to develop interest. Ask: "Do any of your friends have a color TV set?" If one or more do, then follow with, "I'll bet the crowd envies them on the nights the big color shows are on, or when there's a full length color movie. Probably a lot of the fellows go over there to see the big sports events in color." If they have no friends with colorsets, then vary your approach: "I'll bet you'd feel proud being the first couple in your group to have a colorset to show everyone."

Use the family as a starter: "Does your family watch much TV together? A lot of parents have found

COUNTDOWN ON COLOR

PHASE III

that a color TV set brings the family together again. And the children will be watching much better quality programs because they like to see them in color."

When you have the prospects qualified for color TV, give them a balanced sales story. Here are points to remember:

Sell the wife first. She could be your biggest obstacle. One book on color TV states: "The man buys color TV—the woman enjoys it."

For her, feature the amount of programming scheduled this winter, mention the types of shows that have particular woman-appeal, and go into ecstasy over the way the women's clothes look in full color, and the furniture and the drapes, etc., on shows she's been watching in B&W—the Dinah Shore show or the Arthur Murray program. Point out that the daytime color shows pay a lot of attention to fashion in color. Remind her that you are mentioning all that because women are inherently more sensitive to colors.

Sell the man on the sports, drama and comedy shows. Ask him if he takes Kodachrome slides. Remind him what a difference they are from the drab black and white photos in his old album. He's usually pretty well sold on the idea of color so don't pressure him, just nudge, and keep reminding him that the cost is not noticeably more.

Sell both on the two-set idea. Too many prospects think of the colorset for color programs only. Remind them that a colorset is basically a top quality black and white TV set chassis with extra components to handle the color.

Point out that they are not really paying \$495 or so for color. They are paying only half that because a new, comparable set for their black and white programs would cost them at least \$250.

Go further if you wish. Develop exact figures

for these generalizations: "A \$250 black and white TV set will cost you about \$10.50 a month on the best terms. A color TV set will cost about \$13.50 on the terms available. So, the colorset, the extra parts that give you the wonderful full color entertainment, really costs you about \$3.00 a month—that looks like a real bargain!"

Sell prestige of ownership. EM WEEK's recent study of TV dealers shows that 21% of colorset sales in 1960 went to "upper-income bracket" families. The ability of that group to afford the price of color TV is not as important as its need to "keep up" or "keep ahead" of the Van Jones. Actually, many of the upper-income families had less need for colorsets than families in lower income brackets: Their positions and wealth keep them involved in social activities, live entertainment (opera, symphony, etc.), country clubs and such. But, many feel that having the latest, in this case a color TV set, is the "thing to do", it's "in."

Arrange for a color TV demonstration. If you have been talking to prospects in situations mentioned above at a time when there is no color program on the air, make arrangements right then for the couple to see color TV. Offer to pick them up later in the afternoon, or that evening, and bring them to the store. If neither is practical, arrange a home demonstration if the prospects meet the possibilities discussed later.

Use home demonstrations wisely but well. In the experiences of 50% of the nation's color TV dealers last year, free home demonstrations were considered the best method to promote color TV sales. As colorsets become more accepted during the next few years, this procedure will decline in importance. In the meantime, it should be kept ready by even the dealers coming into color TV for the first time this year. But, learn a few rules

from the experienced color TV dealers:

Qualify every prospect you consider for a home demonstration. Even though you can get financial help from your distributor to defray part of the cost, indiscriminate offering of free home trials of colorsets could add up to quite an expense.

Decide who can have a free home demonstration and under what terms. Some dealers, in markets with questionable dealer loyalty, demand that the prospect sign a purchase contract with a money-back clause before getting a set in the home for trial. One very successful dealer has been charging \$25 for a home trial of a colorset, with, of course, provision that the charge will apply to a down payment.

Decide how long you can afford to leave a colorset in a prospect's home. This will vary from one community to another. Most dealers find that a week-end is enough, with the salesman calling back on Monday evening. Others try to arrange the home demonstration for an evening when one of the prospect's favorite programs will be aired in color. Callback is the next day.

In some metropolitan areas, dealers find that a home demonstration for a colorset can be for one evening only. The salesman either stays there or returns at about 10 P.M.

1 HOW TO CHECK YOUR DEMONSTRATIONS

All the verbal effort you've put into the selling situations above will be wasted until the prospects see and enjoy a color TV program on a set they can afford. When they do, and how you present it can be as important as the program itself. From the experiences of dealers long in the business, here are some pointers:

At all color TV demonstrations, give the prospects a chance to see and hear the program. Don't interrupt, at least for a while. Also:

Use a colorset that is at peak of performance. Some distributors make regular service available to keep their dealers' demonstrators in top condition. Take advantage of it.

Don't fiddle with the controls. Too many of your prospects expect colorsets to be difficult to tune and stay tuned. Slight variations in color may annoy you but it is unlikely that your inexperienced prospects will notice it.

Show part of the preceding or following black and white program to your prospects. Says one manufacturer: "This shows the superiority of color and the compatability of the set." If this comparison isn't possible, then switch the set from the color program to another channel so the prospects can be impressed by the dramatic effect.

Let customers operate the controls of the colorset to convince themselves of the simplicity of getting a good color picture.

Be ready with answers to any questions, asked or implied. Don't let the set unsell itself because of a question or a doubt not clarified.

Don't get technical, unless the husband is an

engineer and throws the questions at you.

Emphasize the service contract—its low cost and how it insures that the prospects will have uninterrupted pleasure from their colorset.

At store demonstrations of colorsets, remember these other points:

Make your prospects comfy. Have a couch and soft chairs for them. You are suggesting a major purchase, so roll out the carpet. Create an atmosphere as near as possible to that of the prospects' living rooms to give them the vicarious experience of viewing a colorset in their homes.

Have only one colorset operating on a color program in the view of the prospects getting the demonstration. They could notice differences that are really not important in the final judgement.

Have a black and white set operating on the same channel as the colorset, and located about four feet away, not next to, the demonstrator. A 17-inch portable has value for this comparison.

Have lighting at about or lower than normal living room illumination. Not too low, however, or the prospects will believe that the room must be darkened. Watch out for glare or reflection from spots or other lighting.

At home demonstrations, a few other suggestions:

Be on hand when the prospects see their first color TV program on your demonstration set. You want to be sure that the program is tuned perfectly. And you want to encourage appreciation and to counter opposition. It gives you a chance to see that the prospects learn exactly how to adjust the receiver so that there'll be no disappointments when they're alone. Then you can, with confidence, leave them for a day or two.

At least for the first evening, try to prevent your prospects from having guests, even members of the family living nearby. They are your worst enemy, experienced dealers report. To show their knowledge or claim to it, or because of envy, they often talk down the color programs.

Spend time and manpower to install the demonstrator properly or don't bother with it. Don't gamble on having a poorly installed set undo all that you have accomplished so far.

Have a procedure for length of home demonstrations and make it clear to the prospects before they accept the demonstration. If you say two days, then be there at the time to close the order or take the set away. Having a deadline forces the prospects to make up their minds.

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You've finished the Countdown on Color and if you've checked out all the points in this exclusive EM WEEK report, you should be well on your way to a successful orbit of color TV sales. But in case cranky customers make your flight rocky along the way, turn to the next page for some words you can use to smooth things out.

Here's What To Say When You Run Into Trouble On The Way

Unfortunately, every prospect is not going to swoon in ecstasy over your suggestion to buy a color TV set.

Just remember that most objections are unfounded, based on rumor and over-active imaginations. And, furthermore, with your ability you can not only counter the objections but often turn them into sound reasons for the prospect to buy a colorset. Here are a collection of average objections with the "Yes, But . . ." responses that experienced dealers have developed:

Objection: "The color is fine . . . but a color TV costs too much . . . it's way out of line for me."

Answer: "It does seem expensive until you figure that we can give you up to \$200 on your trade-in and the payments are spread over a three year period and there's no down payment for three months. So let's see how little this color TV actually will cost you—you said you have a 19-inch table model. . . ." Assume you've answered his price objection and barrel through with all mention of price brought down to the "per week" level.

Objection: "I'll wait until prices come down."

Answer: "That would be a good idea, but like everything else to do with prices these days, the odds are against you. Every technique that could go in to reducing the price of colorsets is already being used. Prices of color TVs already have dropped as much in two years as black and white sets did in five years. You are now getting twice the picture size at half the price of the color sets of a few years ago. And then, if the price of this color TV dropped much we couldn't offer you such a big trade-in allowance on your old set."

Objection: "It seems to me that's a lot of money for just a TV set."

Answer: "For just any TV set it would be. But you are not buying just any TV set. You're getting two sets in one: One for color, one for black and white. You are getting the best possible construction that can go into a TV set—there are no compromises on quality, as there are in many black and white sets to get the cost down. Only the best parts and tubes and wiring go into a color TV set. So you have an investment, rather than an expense."

Objection: "We'll wait until there are enough color shows on the air."

Answer: "That was once a reason to wait, but the broadcasters sneaked up on us. There are more color shows on the air than I have time to look at. You will probably find it the same. One network has nearly 2,000 hours of color shows for this season (mention upcoming shows of the type this particular prospect would most likely enjoy). And the local stations are putting on more and more live color plus the color movies which I know you'll like (mention some). One thing you should notice, while not all shows are in color, the best ones are. So most of your viewing will be in color."

Objection: "We don't have to have color. We can see the same programs on a regular set and save all that money."

Answer: "That's right, you could. You'd get the same program, but not the same entertainment—and it's entertainment you're looking for when you turn on the set, isn't it? Color TV brings the programs to life. It gives realism and depth to the outdoors. And it makes people look alive. All of us get an emotional response to color. That's the way nature meant it to be and it's why we have the ability to see colors." A demonstration of the prospect's favorite program in color is, of course, the best answer.

Objection: "I understand that color TV hasn't been perfected yet."

Answer: "What is? Look at radio. It's been around probably longer than you can remember, yet the '62 models have improvements and there'll be more in the years to come. It doesn't mean that you didn't enjoy radio 15 years ago because you didn't have transistors or stereo. It's the same with color TV. Although there will be improvements in the years to come (don't infer next year or the year after) the set you buy today is fully developed and perfected to the best that the engineers know how to deliver. There are 30 years of development and perfection behind this set—"

Objection: "I've heard that color TV sets need a lot of expensive service work."

Answer: "Not today, I'm glad to say. Otherwise we couldn't offer the inexpensive service contract we have. You know that the manufacturer has enough confidence to give you a free full year's warranty on all parts including the picture tube? And because color TV is now no more of a service problem than the average black and white set, we have a one-year service policy at the same price you used to pay for a black and white set policy."

Objection: "But these color TVs are too big . . ."

Answer: "They seem that way to all of us because we've been looking at the displays of black and white portables. But this color TV isn't going to be used like a portable in your home. It is going to be the center of attraction in the living room so it has a nice cabinet to match your furniture. And when you compare it with the set you are trading in, is it really any bigger? Figure this way: I'm sure you'd find a little extra space in the garage for a Cadillac, wouldn't you?"

Objection: "Wouldn't we need a good black and white set too?"

Answer: "Only if you want one somewhere else in the house, a second set. This color TV set is basically a black and white chassis—as good as any you could buy—with extra components to handle the color. You'll get an excellent black and white picture on your color set. Some people prefer it to the black and white picture on a regular set."

NEW PERSPECTIVE ON BLACK AND WHITE TV

How To Chart Your Course In A Changing Market

No sudden death for your black and white TV business is inferred by the many pages EM WEEK has devoted here to color TV.

What is implied, and will be discussed here, is the changing role that B&W TV will take gradually over the next five years as color TV rises slowly but inevitably to dominate your video business.

Your objective is not just to keep selling B&W TV, but to make it increasingly profitable as it finds a new place in your marketing picture.

HOW DOES YOUR B&W BUSINESS COMPARE?

According to the latest and most comprehensive survey EM WEEK has made of your business, during the last year:

Your sales of portable B&W TV sets fit this price breakdown:

- 20% were sold for less than \$150;
- 30% were priced at between \$151 and \$175;
- 31% had a price between \$176 and \$200; and
- 49% of these portables had 17-inch screens while the 51% had 19-inch faces.

Your sales of table models and consolettes were divided this way:

- 25% were priced under \$200;
- 37% were in the \$201 to \$230 range;
- 25% had prices between \$231 and \$250;
- 13% were priced above \$251; with 20% of the sets 19-inch and 80% in the 23-inch size.

Your sales of console B&W TV sets were in these price ranges:

- 11% sold for under \$200;
- 27% had price tags between \$201 and \$240;
- 27% were priced from \$241 to \$270;
- 35% were in the price level over \$270; and

the console sales divided into 61% in the 23-inch tube size, 37% in the 21-inch size.

Your sales of combinations carried price tags of over \$270 in 92% of the cases.

Your sales of B&W TV sets, if you were average, were divided into 46% consoles, 33% portables, 17% table-consolettes; and 4% combos.

In selling those sets, you received less than \$175 for 18% of the sets, between \$176 and \$200 for another 18% of them, from \$201 to \$230 for 20%, between \$231 and \$270 for 23% of the sets sold, and you took in a neat \$270 or more for the other 21% of the B&W TVs.

What sold your B&W TV sets? You told EM WEEK that these were the most important factors to your prospects when they were considering buying a B&W TV set from you last year:

- 25% were most interested in the brand;
- 24% considered the quality first;
- 21% based judgment on service;
- 21% were most interested in price;
- 14% concentrated on furniture styling;
- 12% had other assorted reasons.

HOW IS THAT PICTURE CHANGING?

That was the retail picture for the past year. But since then:

The public's acceptance of the 19-inch and the 23-inch rectangular tube sizes has relegated the 17's and 21's to virtual oblivion.

The trend to fine furniture models is receding—slowly but definitely. There are two reasons:

First there's the realization that the breakthrough or at least extensive publicity that color TV will get in 1962 will turn the normal higher

income buyers of fine furniture models to color.

Second, there's the desire to capitalize on the publicity given to expensive furniture models by bringing out less expensive furniture that will reach a large middle-income buying group.

More portables are being added to most manufacturers' lines in recognition of the increase in the second set market.

WHAT'S IN THE NEAR FUTURE?

Product development during the transition years will consist of:

Trend in cabinet styling to mostly portables and medium-priced furniture styles, with table models and high-end B&W models produced at a minimum if at all;

More reduction in cabinet depth as more compact receiving tubes go into production;

Improvements in tube faces, with dry mounting and plastics not far away;

Cheaper remote control systems;

Transistorized portables as soon as suitable batteries are available.

Marketing changes to be expected during the next few years are not drastic, most observers agree.

Prices will change only slowly, if at all. \$199 will remain the magic price tag. Bringing out top quality, top brand TVs lower in price would not stimulate volume appreciably, observers believe, unless price got down to \$99. Only pressure on prices will be foreign competition.

Your margins may drop, for your overall B&W TV business, because you will move more portables, less consoles, little high end. But margins for each type of set will stay the same.

Your competition will change slowly, with more portables moving through the mass merchants, drug chains and similar outlets. Saving grace, however, will be public's continued concern for the time being over service for the TVs it buys.

LONG RANGE VIEW FOR B&W TV

Without going "blue sky," you can anticipate some radical changes in B&W TV and how you will be selling it five years or more from now.

Here are some trends:

B&W TV will be made in portable models only, when public acceptance of color TV brings resistance to a minimum and when colorsets are available in the \$299-\$399 price range.

Colorful cabinets will house the portable TVs just as they do radios today.

All shapes of TV cabinets and picture tube chassis arrangements will come into being as transistorizing gives the engineers flexibility.

On the wall TV—first in B&W, later in color—will be produced because the public wants a bigger picture but won't buy a bigger cabinet.

Marketing B&W TVs in the long range, after the transition period, may see these developments:

Portable TV will be a shelf item. It will be displayed and sold as radios are today.

Almost everyone will sell B&W TV, but the pattern will not be balanced for volume.

The price outlets and the drug, jewelry and variety chains will feature promotional models, private or off-brand imports and dumps.

Mass merchants will be major factors in portable TV volume. TV-appliance will remain important in the picture, however, because their color TV activity will keep them in close touch with a large number of prospects.

Promotion of portable B&W TV will feature multiple-location use—reaching for not just the 2nd, but the 3rd, 4th, 5th sets in each household to supplement the colorset in the living room.

HOW TO EVALUATE YOUR POTENTIAL

Consider your growth opportunities. The B&W set market is broadening in spite of the inroads colorsets will make into the console market. In analyzing your business, consider that:

Normal replacement sales will surge upward beginning now. The 11-year replacement cycle is now about to hit the sets sold during the boom years of '52, '53, '54 and '55;

New prospects, the marrying of "war babies" will start in 1963 and spiral thereafter, adding 3,729,000 new households in the next 6 years.

More income will be available for durable goods,

with the average consumer having 25% more disposable income in 1965 than he has now.

Dependence on TV for entertainment will increase the 2nd, 3rd, 4th set market, keeping B&W TV from being swallowed by color TV.

HOW TO BALANCE YOUR PLANS

The main reasons for having a balanced program for B&W TV once again are:

To get more of the prospects who are not being reached by your present efforts;

To get a normal balance of low, medium and high end sales;

To get your share of B&W set sales as the acceptance of color TV broadens the B&W set market to include different economic groups and changes the place of B&W in the public's usage.

Here is a five-point program designed to balance your B&W TV sales efforts:

HOW TO DISPLAY

Spread your operating B&W sets throughout the store, at least enough so that everyone who comes in must see the quality of the picture.

One of the objectives of your program is to speed up replacements. A lot of people with operable eight and nine-year-old sets will be in your store. Impress them with the sharpness, contrast and brilliance of the picture on this year's set so they will be disappointed with their old set, possibly be influenced to trade it in.

Use window displays with a variety of portable models—different cabinet colors and finishes. Each year more people will be buying sets like table radios—to match their color schemes.

Display medium priced furniture models near, but not among, your color sets. Your color TV promotions will bring some traffic that will refuse to pay the price of color, but will settle for a furniture piece in the \$250 to \$350 bracket. You can always continue down to a good portable if they like color TV but must wait a little while.

Get away from seasonal emphasis on B&W in your displays. Keep some window space for those sets all the time. Show both low and medium priced sets. Keep one model, your best chassis, in

perfect order operating at all times unless the window gets direct sun.

HOW TO DEMONSTRATE

Make a key point in your balanced selling program the effort to move your average sale to the next higher bracket. Too many salesmen today are neglecting the step-up features available in every line. Find out where the TV set will be used, go to the step-up features:

"In the den? then this model with front speakers is advisable because of the walls.

"Until you buy color? Then I know you'll never regret getting remote control when you move this set into your bedroom, etc.

"For your bedroom? What is the color scheme there? Well, the finish on this model will adapt well and it has the remote control. No sense jumping up every half hour.

The more it is necessary for you to feature low prices to get prospects in competition with other dealers, the more you need to train your salesmen toward selling up.

WHERE TO ADVERTISE

Advertise for a purpose—maybe a different one than that guiding your present campaigns. Consider the broadening of your advertising base as another big point as you balance your B&W TV merchandising program for the transition years ahead. Do it first by studying your media, your copy, and the frequency of your schedules.

Media can help you hold the B&W TV business you are getting now, and it can be selected carefully to help you hit those weak spots where you've been missing volume. For example:

Newspaper advertising is probably your basic advertising tool, and it should continue to be. But have you considered spreading it out instead of concentrating in the biggest paper in the market? To reach more B&W TV prospects, have you checked the coverage of the major foreign language newspapers, if your community has them?

In many markets you can use them to reach a group of moderately-prosperous foreign born "senior citizens."

If your area has seen the development of large, self-contained marketing centers, have you considered the "shopping news" or neighborhood newspapers for occasional saturation campaigns for your B&W TV. Many dealers are using that approach successfully.

Radio spots, so popular with TV dealers, have been purchased indiscriminately by many. Have you an analysis of the audience at the time of your spots? And are your spots written for that predominant audience?

Write copy for the housewife, late morning and early afternoon, hit the husband over the car radio from 4 to 6 P.M. And, if it fits your market, check the value of specialized radio audiences.

Use spots on the morning farm news programs. Try special copy on popular local religious programs. Many have a wide audience.

Direct mail will increase in value to you as you strive to reach all possible B&W TV prospects. It is particularly suitable for saturation campaigns, permitting them to be spread over a long period. Traffic building contests can be handled easily through direct mail. And you can get a lot of help—including co-op funds—from distributors.

HOW TO ADVERTISE

Your advertising copy for B&W TV should consider the circumstances under which prospects will read your message, as well as other factors.

Price will be one of your major themes for consistent use, whether you like it or not. You can't avoid using it for at least two reasons: (1) Daily, you are going after people suddenly faced with the cost of replacing a TV set that has failed. For many of them, paying out any money at the moment upsets their budget—so they are receptive to any idea that means paying out as little as possible. You can sell them up, through terms, to the quality set they need after you get them to the store. (2) You want the attention of prospects who are in the process of shopping dealers for their next TV set. You won't sell all of them, but you want a chance to give your pitch.

How the B&W set will be used, will become more important to your advertising copy. As the colorset moves into the living room, people will

be buying B&W sets without a concentration on furniture. You'll need to reach them through featuring the suitability of your sets to other locations in the house and outdoor living areas. You'll have to do it to get the attention of those prospects already considering purchase of an extra set. And you'll need to do it increasingly as a means of developing 3rd and 4th set business.

Creating dissatisfaction with the picture quality of prospects, sets can be a successful copy theme for both newspaper and radio whether it is the major or minor pitch. Steadily used, it can speed up replacement.

The frequency of your advertising of B&W TV should be analyzed carefully, if you are planning an extensive campaign to promote color TV. The logical balance will give color TV the periodic splurges while advertising of B&W TV goes to a more regular program of smaller units. Each then serves its purpose best: A shock treatment to jar color prospects loose from their easy chairs; steady pressure on the B&W TV prospects.

HOW TO PROMOTE

Put B&W TV promotions in their place. You may be among the many TV dealers now, and the more soon, to whom the big promotional events will be tied to color TV.

It will be necessary to accept the drama that color now has, and adjust your B&W set promotions to fit a different place in your program. As you do, however, remember to adjust them, not bury them. There are many promotion ideas you will be able to use successfully to increase your B&W TV sales and profits. Keep these in mind:

Balance your B&W promotion program by working from the EM WEEK Promotion Calendar on the pages following;

Work your B&W TV and your color TV promotions in harmony. Make one help (but never dominate) the other;

Keep trade-in offers at the top of the list of most repeated promotions;

Try using previous year's models as promotions more frequently than in the past.

Do more with "tie-ins." You have a chance to do it with colorsets and low-end B&W portables

"with trade." You can feature two-for-one sales to interest the extra set families. Tie in with FM Stereo, high-end TV consoles.

Keep a "free TV offer" running with one low-end portable a month to all who come in to see whatever you want to demonstrate.

Join in brand promotions, particularly when they're tied to one special model.

Don't forsake the tried and true promotions that brought you to here. Most are adaptable to a transition market while the others will be used for promoting your colorsets.

HOW TO SET SIGHTS FOR YOUR SALESMEN

Cover these points:

Show them what segment of the market you've been selling;

Point out where they, and you, have been missing sales that would have balanced the store's volume, increase profits and commissions;

Describe the potential for the next year or two, what changes can be expected, etc., using this EM WEEK booklet plus your knowledge of the local market;

Review your product and brand story, tying it to the market and the added volume and profit you are seeking;

Outline a balanced program for merchandising B&W TV with a definite goal—a 10% increase in volume, a specified increase in gross profit, or both, depending on what you know will engender the needed team spirit;

Offer incentive right away to reach the salesmen's "pocket nerves" and kick off the program.

The results should be a team organized for more volume and profit from B&W TV.

And turn the page for an exclusive EM WEEK promotion calendar which will help you boost both color and B&W sales all year long.

SELL COLOR AND B&W TELEVISION ALL YEAR LONG:

SEPTEMBER-OCTOBER

Get going fast and hard. These two months provide 19.77% of your year's business. Important this year to go overboard to establish your position as Color TV Headquarters. Everyone is getting into the act.

Best market: Families getting back together in their homes for a 9½-month school period. Gives you your best chance to sell them colorsets and B&W consoles. Also portables as extra sets when "togetherness" brings program disputes. Keep in mind that football season is beginning.

Best themes: Value of color TV for family entertainment; need for better TV set to enjoy the new programs. By now you should have new color and B&W TV models in window and store displays, tied to family and sport themes.

Ad tips: Co-op money is readily available for advertising the new lines, get your share, use it wisely — see that copy pulls readers to your own store. To promote your position in color TV, tie in with giant manufacturer and industry campaigns during these two months which feature new color program schedules. If you have good used TV, use small advertisements to reach the lower income groups needing replacements or desiring second sets.

If business slows: Start "open houses" for color TV if they're not part of your regular plans. Use salesmen's spare time to phone invitations to people to see Sunday night color shows at your store. Check lists for people who saw color last year, didn't buy.

Plan ahead: Hit your distributor for the display materials, gimmicks, tie-ins, etc. which you'll need next month in preparing for holiday season. Be sure your inventory is in shape for next two months.

And: Don't neglect to get names of all who see color TV during the big promotions and open houses you hold — you'll want to follow up on them in January and February.

NOVEMBER-DECEMBER

You are rolling in business now if you planned ahead for these two months when you should sell 21.7% of your year's TV quota.

Best market: It's still families, and late into November your best bet is for color TV and B&W consoles on a straight family-needs-it basis. Beginning late November be ready for Thanksgiving-Christmas entertainment and gift season. 10% of colorset sales are for gifts, not counting families who "give themselves" a colorset. And portables have special appeal as gifts for grandparents and older children.

Best themes: "Togetherness" around a new TV set is tops in getting faster replacement of family sets now. Still time to make the ballyhoo about the big color TV shows sell sets for you — keep tying in with programming. Fall evenings are excellent for getting prospects to your store to see a special color program, whether en masse or personally escorted.

Ad tips: Three good major approaches now: (1) Use success story copy about local people buying your colorsets, lead into . . . (2) The color program story, which you should pitch on TV pages with small panel featuring "on color TV tonight" with invitation to visit your store during those hours; (3) For the gift market, tie your copy to "color TV for the whole family," "colorful entertainment for years to come," "The most colorful gift a family can get—a color TV set." Note the big color shows scheduled for Christmastime and New Year's Day. Try "save your cash for other Christmas needs—give the family a color TV (or B&W) with no down payment and no monthly payment until February—let us install now, enjoy all the holiday shows, etc.," with another pitch on color programming.

Plan ahead: Time permitting, plan a post-Christmas sale—have everything ready to roll on Dec. 26.

And: If you are hit for inventory tax on January first you have an urgent reason to plan that Christmas-to-New Year's stock clearance.

JANUARY-FEBRUARY

Resolve that this will be your best volume and profit year for TV. You should expect a steadily increasing economy to help you get and close TV prospects. The rest is up to you. Start by re-reading the EM WEEK merchandising program in this booklet.

Best market: Bargain hunters who waited patiently through the holiday season for after-Christmas specials; people with Christmas gift money and the need for a TV set; parents fed up with three months of togetherness around one TV set; people waiting until after the holidays to take care of a dead or dying set.

Best themes: January clearances are a must: Prospects demand them, distributors have good prices if you have to sweeten your clearance stock. But don't neglect color—pitch it for the long winter evenings. Keep promoting amount and variety of color programming. Good months to promote home demonstrations of color to qualified prospects; also good time to dig into those lists of Very Important Prospects and go after those you missed in the fall and those who wanted to wait a few months.

Ad tips: Excellent months for direct mail in all but most severe weather areas—everyone's home, everybody reads everything. Saturate one neighborhood at a time, using a contest to bring readers to store in steady stream. Give equal emphasis to colorsets and B&W. Don't use mats only: Write copy cued to your own prospects.

If business slows: Get out to the commercial market—hotels, motels, taverns, fraternal groups—and sell colorsets. Put your salesmen on the leads they procured during the heavy traffic promotions in the store during the fall. Give them a reason to follow up.

Plan ahead: Work out plans for spring promotions.

And: If early March is inventory tax time, clear that stock with a Washington's Birthday clearance. Use the hatchet on prices.

USE EM WEEK'S EXCLUSIVE PROMOTION CALENDAR

MARCH-APRIL

You have to face the fact that these are the poorest two TV months at retail—11.87% of the year's business during March and April. But you have to live. Look for the business that's cheapest to get. Use spare time to plan ahead.

Best market: Replacement of TV sets that conk out now. Second set market with portables and table models and good used TV's for the baseball fan, if that sport is televised in your area.

Best themes: Keep stressing variety of models and prices plus your brand features to maintain exposure to the steady replacement market. Try to speed up replacements with special price offers tied to theme "see us before you repair." Continue pushing color-sets, use theme aimed at replacement market: "this time we're buying a color TV."

Ad tips: Continue direct mail, incorporate ideas from "best themes" above to reach every replacement prospect. Use sports pages with small panels: "now I'm watching the (your baseball team) on a new TV set from (you) and I see it twice as well." Tie in clearer picture, remote control, etc.

Plan ahead: Plan now to tie in TV promotion with the gift market coming up. Get materials for displays from your distributor. See if he's offering special deals, tie-ins, will have advertising support for you.

And: Feature 90-day skip payment contracts to interest families put in bind by the income taxes.

MAY-JUNE

Don't let the showings of next year's models hold you back during these two months. Historically, you have your poorest single month in May—5.62% of the year's business—but it improves in June. This is a good year to start leveling off your TV sales curve.

Best market: Replacements during May; gifts during June. As during previous two months, you can profit by encouraging set owners to replace dead or dying TV's now when TV prices are at year's lowest. Go after portable sales for gifts for Mother's Day, Father's Day, and particularly for gifts to newly married couples in June.

Best themes: End-of-model-year prices—either through "was-is" or through "your old TV set will never again be worth as much in trade as it is now." Be sure you have window and floor space using TV in a gift setting—either alone or with other gift merchandise.

Ad tips: "Don't squint all summer"—"Don't draw the curtains again this summer when you want TV"—"Tired of snow in June?"—variations of those copy themes can lead you to a story of picture quality, daylight viewing, bonded picture tubes and other pressures to speed up your replacement business. For the gift market, feature lasting value of TV—"the gift that will be looked at every day"—"the gift dad will enjoy for years."

If business slows: Hold a parking lot sale. Feature clearing of model year, offer special buys in portables and good used sets for summer homes. Stack your trade-ins in the middle of the lot. Hold a contest to see how high the pile will reach.

Plan ahead: If you have your own service, busy the men with reconditioning the worthwhile trades you took in last winter.

And: Get some of your staff off on vacation during these months so you'll be fully staffed when TV business picks up in August.

JULY-AUGUST

TV sales continue up during these two months, from the April-May low, so don't consider them off-months.

Best market: The "movers"—families going into another house before schools open. Families going outdoors for the evening, leaving favorite sports programs and re-runs on the set inside. Summer homes. And the steady pace of replacements.

Best themes: Push furniture models and colorsets on the "movers" who find old sets don't fit, don't match, or don't work in the new living room. Use displays that show portables on carts in patio settings. You should have spare space on the floor now: Put up a patio umbrella and other props for the portable. In your window, get an operating color TV if it isn't normally there—the "movers" may be newcomers from non-color areas, and many others use summer nights for strolls.

Ad tips: Show medium-to-high-priced furniture models in your advertising. Offer "last chance" prices during summer clearances.

If business slows: Try a "pre-season" sale for your new models: Indicate better trades now before the fall rush of business. Another idea: Hold a "salesman's sale," putting him or them in charge while you are on vacation. Feature "while the boss is away we'll play... with prices." But get it well organized before you leave!

Plan ahead: Use your spare time to plan for the big fall months just ahead. Time to hold, and hold again, product meetings for your staff with the distributor's salesman here. Hold other meetings to brief your staff on your own plans for the fall and winter months and how you expect them to move more TV sets more profitably.

The Language

OUTSIDE THE SET

Console: TV set with cabinet designed to stand on the floor — solid or with legs.

Table model: Set requiring a table, stand or other non-matching base for support.

Console: A table model with matching legs or base.

Compact: A movable TV that's small but heavy — up to 60 lbs. — with or without handle.

Portable: A carryable TV with handle and weighing no more than 40 pounds.

Wall TV: Anticipated design having flat, large electronic screen on the wall, with the chassis elsewhere.

Projection TV: Picture is projected optically through lenses to large, movie-type screen. Once popular in home, now returning for commercial use.

INSIDE THE SET

Horizontal chassis: Placed in bottom of cabinet, running across the set. Cuts down width. Supposed to dissipate heat

easier. Tubes are mounted upright.

Vertical chassis: Placed up and down, left or right, or around picture tube. Simplifies mounting controls. Supposed to be easier to remove for service. Tubes mounted on side.

Transformer-powered: Chassis having transformer to step down voltage for filaments, step up voltage for plates. Isolates set from power line. Tubes operate independently. Disadvantage, transformers weigh up to 12 lbs.

Series chassis: In place of transformer, uses voltage doubler for plates, series wiring for filament voltage. Less expensive, 5 to 12 pounds lighter. Disadvantage: tubes all go out when one fails; shock problems.

Combination chassis: Voltage doubler for plate current; lightweight transformer (1-2 lbs.) provides low current for the filaments.

Picture tube voltage: Variety of common names refers to "anode voltage" — the voltage applied to picture tube which accelerates electrons from gun to screen. It effects picture brilliance.

Safety glass shield: Plate glass panel be-

tween viewer and picture tube. Protects viewer from implosion, provides medium for optical filter — lead in glass holds back emission of "hard rays."

Bonded face plate: Safety glass shield fused to front of picture tube. Same purpose as above. Advantages: prevents dust accumulating between shield and tube face; offers same curvature, cuts reflections. More expensive until new plastics available.

Kinescope: TV picture tube's real name, but more often used to mean "kinescope recording," a method of recording a live TV program on movie film by photographing the picture on a small kinescope.

SALEABLE FEATURES

Power tuning: Small electric motor drives station selector to predetermined stops.

Wireless remote tuning: Two kinds. Ultrasonic sound (about 40 kc) from remote control picked up by microphone in set, amplified, tones sorted, operate relays for switches or motors. Other is miniature radio transmitter accomplishing same results. It imposes sound on a carrier to get various controls.

ACC (Automatic contrast control): Uses type of "photocell" (like in photographic exposure meter) to measure ratio of

black and white values on screen and electronically control them to maintain even contrast.

Keyed AGC (Automatic Gain Control): A fast-acting electronic device which regulates the strength of the signal from the antenna to the TV set — automatically boosts weak signals, reduces strong ones, to a common level. Viewer need not change controls on station change, also corrects such problems as aircraft flutter.

Noise inversion: Interference is sorted out of both audio and video signals by a system of phase inversion that prevents the interference from showing on the screen or in the sound.

High gain amplifier: Tuners using imported (Belgian) ladder grid tube. Greatly increases signal strength at critical point in receiver (estimated double) with resulting improvement in picture quality particularly in the fringe areas. Big help to colorsets.

Color controls: There are now only two on front of set. Each manufacturer is providing a fancy name for each. One puts the hues of color in their proper place in the spectrum (green goes where green belongs); the other varies the intensity of the colors (making the shade of green the same as in the original).

HOW TO ORDER EXTRA COPIES

Be sure to specify which reprint you want.

How To Sell TV: Order this EM WEEK exclusive Basic Information Booklet for 75¢ each copy in quantities up to 99 copies; for 55¢ each copy from 100 to 500 copies. Plus shipping.

Address orders and inquiries to: EM WEEK Reader Service Dept., Room 2600, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36, N.Y.

Specifications for 1962 TV: Order this special EM WEEK spec sheet section for \$1.25 each copy in quantities up to 99 copies; for \$1.00 each copy from 100 to 500 copies. Plus shipping.

Special Two-In-One Offer: When you order both the TV spec sheets and the how-to-sell booklet, each package costs you only \$1.75.

Prepayment must accompany all orders. Prices for large quantities available on request.

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B&W Consoles

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY		OTHER SPECIAL FEATURE	
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEAR ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Frame Grid Neut Tuner			X			X			1 1	4 5 1/2 x 7 1/2				92	Avail	Strip		1	12	
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Shadow Grid		Top						Front	1	5	R	Non-Bonded	(1)	92	Avail	Cont		1	3	
Shadow Grid		↓						↓		5								↓	↓	
Shadow Grid		↓						↓		5								↓	↓	
Frame Grid				X	X				↓	5 Dual								↓	↓	
Frame Grid				↓	↓				2	5 Dual								↓	↓	
Tetrode						X			1	6 Dual								↓	↓	
Frame Grid				↓	↓				2	5 Dual								↓	↓	
Frame Grid				↓	↓					5 Dual								↓	↓	
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(1) Tinned Pict. Glass On All Consoles.																				
Neutrode		On Remote Unit	X	X	X	X		Front On Remote	2 1	4 2 1/2	R	Non-Bonded	X	114	Adapt	Strip		1	3	Wire-Remote Cntrl Speaker
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AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (DIAG. MEAS. INS.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (In Ins.)	WIDTH (In Ins.)	DEPTH (In Ins.)	TRANSFORMER OR SERIES STRING POWERED	WIRED OR PRINTED CIRCTS.	PICTURE POWER (In Kw.)
PHILCO														
23	Console	K-Deluxe	4842BL	\$279.95	Masonite	Black	Contemporary		31 15/16	34 1/4	14 3/4	T	P	20
			4842CH	279.95		Cherry	Early American				14 5/8			
			4844MB	279.95	Veneers and Solids	Mahogany Brown	Contemporary		34	28 15/16	14 3/4			
			4844WA	279.95		Walnut	Danish Mod.		34	28 15/16	14 3/4			
			4846SMB			Mahogany Brown	Contemporary		34 9/16	27 7/8	15 3/4			
			4846SBL			Blonde Oak	Contemporary		34 9/16	28 7/8	15 3/4			
			4848MB			Mahogany Brown	Traditional		34	29 11/16	16 7/16			
			4848CH			Cherry	Early American		34	30 5/16	16 5/8			
			4849SMB			Mahogany Brown	Contemporary		31 15/16	34 1/4	14 3/4			
			4849SWA			Walnut	Danish Mod.		31 15/16	34 1/4	14 3/4			
			4849SCH			Cherry	Early American		31 15/16	34 1/4	14 3/4			
		K-Custom	4850MB	299.95		Mahogany Brown	Contemporary		32 5/8	38	14 1/16			
			4850WA	309.95		Walnut	Contemporary		32 5/8	38	14 1/16			
			4850BL	319.95		Blonde Oak	Contemporary		32 5/8	38	14 1/16			
			4852WA	359.95		Walnut	Danish Mod.							
			4854MB	349.95		Mahogany Brown	Traditional		33 1/4	34 7/16	16 7/8			
			4854ML	359.95		Mahogany Light	Italian Provincial		32 1/2	38	14 1/16			
			4854MA	369.95		Maple	Early American		32 1/2	38	14 3/4			
			4864MB	399.95		Mahogany Brown	Traditional		31 3/8	42 13/16	16 15/16			
			4854WA	399.95		Walnut	Danish Mod.		31 3/8	42 13/16	16 15/16			
			4864	399.95		Maple	French Provincial		31 1/2	43 1/8	17 1/16			
			4864EB	399.95		Ebony	Oriental		31 3/8	43 15/16	17 3/16			
(1) Free Service in Home Policy														
RCA VICTOR—RCA Sales Corp., 400 N. Sherman Dr., Indianapolis 7, Ind.														
23	Upright	Ashton	232-C-27-M	\$269.95 (1)	Hardboard	Mahogany, Wal- nut, Oak	Contemporary		35 1/8	28 7/8	20 1/4	T	P	22.5
		Fairhill	232-C-30-M	289.95	Veneer & Solids	Maple	Early American		33 5/8	29 3/4	19 1/8			
		Tarrytown	232-C-30-R	359.95	Veneer & Solids	Maple	Early American		33 5/8	29 3/4	19 1/8			
		Chandler	232-C-33-M	279.95	Veneers & Hardwoods	Mahogany, Wal- nut, Oak	Contemporary		35 1/2	29 3/8	19 1/8			
		Whitman	232-C-33-R	349.95		Mahogany, Walnut			35 1/2	29 3/8				
	Lowboy	Bosworth	232-C-36-M	289.95		Mahogany, Walnut, Oak, Fab. Cherry			31 3/8	35 3/8				
		Alexander	232-C-36-R	359.95		Mahogany, Walnut				35 3/8				
		Selkirk	232-C-37-M	299.95		Danish Wal.	Danish Modern			37 1/4				
		Lemaire	232-C-37-R	369.95		Danish Wal.	Danish Modern			37 1/4				
	Upright	Bradfield	232-C-40-M	299.95		Mahogany, Walnut	Contemporary		34 3/4	28 7/8				
	Lowboy	Ellesmere	232-C-46-M	309.95		Mahogany, Walnut	Contemporary		32	37 1/4				
	Upright	Gladstone	232-C-49-M	329.95		Mahogany, Walnut	Contemporary		35	31				
	Upright	Ferndale	232-C-50-M	299.95		Mahogany, Wal- nut, Fab. Cherry	Traditional		35 1/8	30				
	Lowboy	Barbizon	232-C-52-M	329.95	Veneers & Solids	Maple	Early American		34 3/8	37 1/2				
		Taunton	232-C-54-M	329.95	Veneers & Solids	Dk. Cherry, Fab. Cherry	Fr. Provincial		32 1/8	37 1/2				
		Chesterton	232-C-60-M	349.95	Veneers & Hardwoods	Ebony, Nat. Walnut	Oriental or Contemporary		31 1/8	42 3/8	19 1/8			
		Warburton	232-C-62-M	359.95	Veneers & Solids	Dk. Cherry, Ant. Cherry	Traditional		31 3/4	41 1/4	19 5/8			
		Carteret	232-C-63-M	359.95	Veneers & Solids	Danish Wal.	American Contemporary	Sliding Tambour	30 7/8	40 1/4	20 7/8			
		Touraine	232-C-64-M	479.95	Veneers & Solids	Ant. Cherry	Fr. Provincial	Hinged	33 7/8	43	21 3/4			

(1) Zone One retail guide prices.

B&W Consoles

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (In Ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (In Degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Ladder Grid		Front		X	X			Front	1	6x4	O	Bonded	X	110	Avail		90	1	3	
										6	R									
									2											
									1											
									1											
(1)			X			X			1											
									2											
										5 1/4										
										6										
										6										
										6										
										5 1/4										
									2	2										
									2	6										
										2										
										6										
										2										
										4										
										2										
										4										
(1) Magic Memory, Set and Forget.																				
New Vista (2)		Front	X					Front	1	6x9	O		X	92	Both	Cont		1	3	
					X					4x6		Bonded			Both	Cont				
			X			X				4x6					Adapt	Strip				
										6x9					Both	Cont				
			X			X				6x9					Adapt	Strip				
										5x7					Both	Cont				
			X			X				5x7					Adapt	Strip				
										6x9					Both	Cont				
			X			X				6x9					Adapt	Strip				
										6x9					Both	Cont				
										6x9					Adapt	Cont				
									1	6x9	O									
									1	3 1/2	R									
									1	6x9	O									
									1	3 1/2	R									
										8	R									
										3 1/2	R									
										6x9, 3 1/2	OR									
										6x9	O									
										3 1/2	R									
			X						2	6x9	R									
									2	6x9	O									
									1	6x9, 3 1/2	O									
									2	3 1/2	R									
									1	8, 3 1/2	R									
									2	3 1/2										

(2) Neutralized Triode

AUGUST 21, 1961

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
23	Lowboy	The Tuscany	23L45	\$269.95	Hardboard/ Metal	Walnut, Mahogany, Blonde	Provincial		31 1/4	36 3/4	13 1/4	S	P	
	Upright	The Monterey	23V46	299.95		Walnut, Mahogany, Blonde	Contemporary		34 3/4	28 3/4	14	T		
	Lowboy	The Vancouver The Kensington	23L48	279.95		Walnut, Mahogany, Fruitwood	Contemporary or Traditional		34	31 1/4	14 3/4	T		
	Lowboy	The Cathay	23L49	299.95		Ebony, Walnut	Oriental Mod. Italian Provincial		32 1/4	38 3/4	13 3/4	S		
	Upright	The Ann Arbor, The Roanoke	23V50	339.95	Veneer/ Hardwood	Walnut, Blonde Oak, Fruitwood, Mahogany	Contemporary, Early Amer.		35 1/4	32 1/4	14 3/4	T		
	Lowboy	The Stockholm	23L51	359.95	Veneer/ Hardwood	Walnut	Swedish Mod.		31 3/4	42	14 3/4	T		
	Lowboy	The Bergen	23L52	399.95	Veneer/ Hardwood	Walnut, Mahogany	Danish Mod.		32	52 1/2	13 3/4	T		
	Upright		23C37	505.00	Hardwood	Cinnamon, Maple	Early Amer.	Hinged	39 3/4	28 1/2	15 1/4	S		
	Lowboy		23C38	560.00	Hardwood	Birchwood, Topaz Walnut	Modern	Sliding	34 1/4	45 1/2	15 1/2	S		
	Lowboy		23C39	560.00	Hardwood	Cinnamon, Maple	Early Amer.	Sliding	34 3/8	45 1/2	16 1/8	S		
TRAY-LER—Tray-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.														
23	Upright	Deluxe	23K6065	239.95	Mahogany Veneer	Polished	Contemporary		32 7/8	24	16 7/8	T	W	
	Upright	Custom	23K6070	279.95			Contemporary		32 1/4	27	15 3/4			
	Upright	Custom	23K6180	269.95			Provincial		32 1/2	28 1/2	16			
	Lowboy	Custom-Deluxe	23K6182	299.95			Contemporary		30	38 3/8	15 1/2			
WESTINGHOUSE—Westinghouse Electric Corp., Radio & TV Div., New York, N.Y.														
23	Upright		K-3900	259.95	Hardboard	Walnut			33 3/16	29 3/4	16 13/16	T	P	20
			K-3901	249.95		Mahogany			33 3/16	29 3/4				
			K-3902	269.95		Blonde Oak			33 3/16	29 3/4				
			K-4020	299.95		Walnut	Ame Cont.		34 13/16	29 1/4				
			K-4021	289.95		Mahogany	C. Trad.		33 3/5	29 1/4				
			K-4023	309.95		Maple	Ea. Amer.		34 1/2	29 1/4				
			K-4120	319.95	Veneers/ Solids	Walnut	Am. Cont.		34 1/2	33	17 1/4			
			K-4121	309.95		Mahogany	C. Trad.		33 3/8	32 3/8	17			
			K-4122	329.95		Cherry	Fr. Prov.		34 1/2	31 7/8	17 9/16			
			K-4123	329.95		Maple	Ea. Amer.		34 9/16	30 7/8	17 5/16			
	Lowboy		K-4220	329.95		Walnut	Am. Cont.		30 3/4	46 3/16	17 5/16			
	Lowboy		K-4221	339.95		Cherry	C. Trad.		31 3/8	41 3/8	17 3/16			
	Lowboy		K-4221	339.95		Cherry	C. Trad.		31 3/8	41 3/8	17 3/16			
	Lowboy		K-4223	349.95		Maple	Ea. Amer.		31	42	17 3/4			
ZENITH—Zenith Sales Corporation, 6001 W. Dickens, Chicago 39, Ill.														
23	Upright	The Asbury	H2735W, R, L, E	279.95 289.95	Pressed Wood	Dk. Walnut, Mahogany, Lt. Walnut Blond Oak	Contemporary		34	29 5/16	17 5/16	T	W	20
	Lowboy	The Shelby	H2737W, R, E			Walnut, Mahogany Blonde Oak	Modern		31 5/8	32 1/2	17 7/16			
	Lowboy	The Barrett	H2738W, R, E			Walnut, Mahogany, Blonde Oak	Modern		32 3/16	40 3/8	17 3/16			
	Upright	The Cortland	H2740W, R, H	299.95 309.95 319.95		Walnut, Mahogany, Cherry	Traditional		33 1/2	29 5/8	18 1/2			

B&W Consoles

TYPE OF TUNER	AUX. JACKS	CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
		LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Super Triode		Front			X			Front	1	6	R	Bonded	X	110	Avail (2)	Strip		1	3	
Super Distance			X	X		X (1)			1	6 1/2										
			X	X		X (1)			1	5 3/4										HaloLight
									1	6										HaloLight
			X	X					1	6 1/2										HaloLight
				X		X (1)			1	6 1/2										HaloLight
				X		X (1)			2	6 1/2										HaloLight
						X (1)			2	5 3/4										
Super Triode	Input	Top							1	6x9	O									HaloLight
									1	4	R									Casters
Super Triode	Input	Front				X (1)			1	6x9	O									HaloLight
						X (1)			2	4	R									
Super Triode	Input	Front				X (1)			1	6x9	O									HaloLight;
						X (1)			2	4	R									Casters
(1) \$65.00 extra										(2) \$30.00 extra										
Fireball		Side		X				Front	1	5	R	Non-Bonded	X	114				1	3	
Fireball		Front							1						Avail	Cont				
Turret		Front							1						Both	Strip				
Guided Grid		Front			X				2						Both	Strip				
		Front		(1)				Front	1	8	R	Non-Bonded		114	Avail		90	1	3	
					X															
			X						1	9	O									
									1	5	R									
										8	R									
										5										
(1) Memory Tuning																				
Target Turret		Front	X	(1)	X			Front	1	7x5	O	Bonded	X	92	Avail (2)	Either		1	3	
Target Turret									1	7x5										Swivel Base
Target Turret									2	7x5										
Super Target Turret									1	9x6										Casters

(1) Automatic

(2) Optional At Extra Cost

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
23	Upright	The Whittier	H2755W, M, R, H	\$329.95 339.95	Veneers/ Solids	Walnut, Maple, Mahogany, Cherry Veneers	Early Amer.		33 1/2	29 5/8	18	T	W	22
	Lowboy	The Hadley	H2756W, R, E		Pressed Wood	Walnut, Mahogany, Blonde Oak	Contemporary		32 1/4	41 5/16	17 3/8			22
	Lowboy	Decorator Linden	H2762W	349.95	Veneers/ Solids	Walnut Veneers	Danish Mod.		31 1/2	34 5/8	18 9/16			22
	Upright	The Andover	H3349W, R, E	339.95 349.95	Pressed Wood	Walnut, Mahogany, Blonde Oak	Contemporary		34	27 3/8	17 5/16			20
	Lowboy	The Chandler	H3341W, R, E, M				Contemporary		33	32 1/2	17 7/16			
	Upright	The Brookdale	H3342W, R, E	349.95 359.95			Traditional		34	28 3/8	18 3/16			
	Lowboy	The Melford	H3345W, R, E				Modern		32 1/8	40 3/8	18 1/2			
	Lowboy	The Rosemont	H3359W, R, E				Modern		32 1/8	40 3/8	18 1/2			22
	Lowboy	Decorator Stockholm	H3353W	399.95	Hardwood	Walnut Veneer	Contemporary		31 3/4	43 1/4	18			
	Upright	Decorator Dorset	H3354R, M	450.00		Mahogany, Maple Veneer	Early Amer.		31 3/4	36 1/4	18 7/16			
	Lowboy	Decorator Colborne	H3360W, Y	495.00 525.00		Ebony, Walnut Veneer	Danish Mod.		31 3/4	44 1/2	19			
	Upright	Decorator Rutledge	H3368R, M	495.00		Mahogany, Maple Veneer	Early Amer.		31 1/2	43 3/4	18 1/4			
	Upright	Decorator Lombardy	H3375H	575.00		Cherry Veneer	Italian Provincial		32	47 3/4	19 7/8			
	Upright	Decorator Bordeaux	H3385H	600.00		Cherry Veneer	French Provincial	Tambour	33	47 3/4	19 7/8			

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					TYPE	CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	SERIES AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	STEREO PHONO MUSIC POWER WTS.	TYPE OF RADIO	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
19	Bentley- Imperial	ST971	Open	8		Hardboard	Walnut, Mahogany	Contemporary	Hinged Top	30 5/8	40 1/2	15 5/8	T	P	17
		ST972					Mahogany, Walnut								
		STF981			AM/FM		Walnut, Mahogany								
		STF982			AM/FM		Walnut, Mahogany								
23	Westleigh- Imperial	ST311	\$409.95				Mahogany, Walnut, Blonde Oak	Contemporary Lowboy		31 1/4	55 7/8	16 15/16			23
		ST312	399.95												
		ST313	419.95												
		STF321	479.95		AM/FM										

ADMIRAL—Admiral Sales Corp. 3800 W. Carroll St., Chicago 47, Ill.

B&W Consoles

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Gold Video Guard Turret		Front	X	(1)	X			Front	1 1	9x6 4	O R	Bonded	X	92	Avail (2)	Either		1	3	Casters
Gold Video Guard Turret									2	7x5	O									
Gold Video Guard Turret									1	9x6										
Super Target Turret						X				7x5						Strip				
										6x4										
										7x5										Casters
									2	7x5										
Gold Video Guard Turret									2	7x5										
									2	9x6										
									1	9x6										Casters
									2	9x6	O									Hi-Fi
									2	2 5/8	Tw									Casters, Hi-Fi
																				Hi-Fi
																				Hi-Fi

(1) Automatic

(2) Optional At Extra Cost

B&W Combos

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Long Range TV Turret Tuner; Free FM-AM	Input-Output Multiplex	Front		X				Front	2 2	6 3 1/2	R	Non-Bonded		114	Avail	Cont		1	3	Auto Contrast Restoration 4-Speed Change on All Mdl's.
			X	(1)	X							Bonded	(2)	92						

(1) Automatic

(2) Up To 75%

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION				TYPE		CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	SERIES AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	STEREO PHONO MUSIC POWER WTS.	TYPE OF RADIO	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
GENERAL—Continued															
19	Westleigh- Imperial	STF332	\$469.95	8	AM/FM	Hardboard	Mahogany, Walnut Blonde Oak	Contemporary Lowboy	Hinged Top	31 1/4	55 7/8	16 15/16	T	P	23
	Westleigh- Imperial	STF323	489.95				Mahogany, Walnut, Blonde Oak	Contemporary Lowboy		31 1/4					
	Bennington- Imperial	STF339	301.00				Cherry	Provincial		33 1/2					
	Prescott- Masterpiece	STF341	300.00				Walnut Veneer	Contemporary		35 1/4	44	17			
	Windsor- Masterpiece	STF361	300.00			Hardwood	Walnut Veneer	Danish Mod.		31 3/4	55 7/8	16 13/16			
	Cavalier- Masterpiece	STF371	350.00			Solids	Walnut Veneer	Danish Mod.	Sliding Front & 2 Hinged Top	31 1/2	61 5/8	19 7/8			
	Brittany- Masterpiece	STF389	375.00			Solids	Cherry Veneer	French Provincial	2 Hinged Front/2 Hinged Top	31	61 5/16	19 3/8			
AIRLINE—Montgomery Ward															
23	Standard Amphi-Theatre	6040	289.50 (1)	5		Veneer	Mahogany		Hinged Top	29 1/4	49	18	T	W	18
23	Standard Amphi-Theatre	6045	349.50 (1)	5	AM/FM	Veneer	Mahogany, Walnut		Hinged Top	29 1/4	49	18	T	W	18
23	Deluxe Amphi-Theatre	6050 6051 6052	439.50 (1)	7 1/2	AM/FM	Veneer	Mahogany, Walnut, Fruitwood		Sliding Front Hinged Top	30	56	18	T	W	20
DUMONT—Dumont Television and Radio Corp., Jersey City 2, N.J.															
23	Custom Collector (1)	Villanova	795.00	40	AM/FM/MPX	Wood	Mahogany Veneer	Traditional	Sliding	32 1/4	57 9/16	20 5/8	T	W	20
	Custom Collector	Brittany	795.00				Fruitwood Veneer	Provincial	Sliding	32 1/4		20 5/8			
	Custom Collector	Nordlund	750.00				Oiled Walnut Veneer	Danish	Sliding	32 1/4		20 5/8			
	Collector	Strathmore	750.00				Mahogany Veneer	Traditional		32		18 7/8			
EMERSON—Dumont Emerson Corp., 680 5th Ave., New York 19, N.Y.															
19		1554	299.00	X	AM/FM	Hardwood	Mahogany, Lined Oak, Wal. Veneer	Modern- Lowboy		33 1/2	41	18 3/4	S	P	16.5
23		C2000	398.00		FM/AFC		Mahogany, Blonde Mahogany Veneer	Contemporary- Lowboy		31 3/4	48 1/2	20	T		18.5
23		C2001	448.00		AM/FM/AFC		Mahogany, Blonde Mahogany Veneer	Contemporary- Lowboy		32 1/2	55	19 3/4	T		18.5
23		C2002	498.00		AM/FM/AFC		Oiled Walnut Veneer	Contemporary- Lowboy		33	55	19	T		18.5
THE FISHER—Fisher Radio Corp., 2121 Ave. of the Stars, N.Y.C.															
23	Living Theatre	TV66	445.10	36 (1)	AM/FM (prov for MPX)	Walnut, Mahogany, Teak, Fruitwood	Oiled; Laquered	Modern, Provincial (2)	Double- Hinged	33	60	19 1/2	T	W	

(1) 18 per channel

(2) \$1,195.00 in Provincial Style.

B&W Combos

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (In Ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (In degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Long Range TV Turret Tuner	Input-Output Multiplex	Front	X	(1)	X			Front	2 2	6 3 1/2	R	Bonded	(2)	92	Avail	Cont		1	3	Auto Con. Restoration & Speed Change On All Models
										6x9 3 1/2	O R									
										8 3 1/2										
										8 3 1/2										
										8 3 1/2										
(1) Automatic						(2) Up To 75%														
Turret	Ext. Spkr.	Top	X	X	X			Side, Front	1 1	8 6	R	Non-Bonded	X	92	Avail	Strip	90	1	12	
Turret	MPX; Ext. Spkr.	Top	X	X	X			Side, Front	1 1 2	8 6 4	R	Non-Bonded	X	92	Avail	Strip	90	1	12	
Turret	MPX; Ext. Spkr.	Top	X	X	X			Side, Front	2 2 2	12 5 4	R	Non-Bonded	X	92	Avail	Strip	90	1	12	
Turret	1-Input 5-Output	Top; Front	X	(3)	X	Opt.		Front	2 2	10 4	R	Bonded	X	92	Avail			1	12	
	1-Input 5-Output																			
	1-Input 5-Output																			
	2-Output																			
(3) Permanent																				
Mini-Turret Guided Grid		Front	X	X	X			Front	2 2	6x4 4	O R	Non-Bonded		114	Avail (3)	Cont		1	3	All Models Complete W/45
Mini-Turret Frame Grid Triode	3-MPX			(1)					2	6x4	O	Bonded		110	Adapt	Strip				RPM Spindel & Seperate Bass and Treble
Mini-Turret Frame Grid Triode	3-MPX			(1)					2 2	8 3 1/2	R	Bonded		110	Adapt	Strip				Controls for Stereo Phono/ Radio
Mini-Turret Frame Grid Triode	3-MPX			(1)		X (2)			2 2	8 3 1/2	R	Bonded		110	Avail (4) D2002	Cont				
(1) Perm Lok (2) As Mkt E2000										(3) As Mkt 1053 (4) As Mkt D2002										
Turret	2-Sprk-Output, 2-Tape-Output, 4-Reverb, 1-MPX-Opt 2-Aux or MPX Input	Top	X	X	X	X		Front	2 2 2	10 3 1/2	R O R	Bonded	X	110	Adapt	Strip	90	1	3	Gerrard Changer; Magnetic Cartridge

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION				TYPE		CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	SERIES AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	STEREO PHONO MUSIC POWER WTS	TYPE OF RADIO	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)
G-E—General Electric Co., Television Receiver Dept., Bldg. 3, Edwards Park, Syracuse, N.Y.															
23	Home Entertainment Center	M 780 WCL	Open	100	AM/FM/MPX	Cherry	Polished	Contemporary	Sliding	30	59 1/2	21	T	P	20
23	Home Entertainment Center	M 780 WMD	Open	100	AM/FM/MPX	Mahogany	Polished	Contemporary	Sliding	30 1/4	59 1/4	21	T	P	20
23	Home Entertainment Center	M 780 WWD	Open	100	AM/FM/MPX	Walnut	Polished	Contemporary	Sliding	29 1/4	59 1/2	20 1/2	T	P	20
GRUNDIG—Majestic International Sales, Div. Wilson-Guy Corp., 71 Sedgwick St., Brooklyn 31, N.Y.															
23	Playhouse Sixties	59M20		20	AM/FM/SW	Hardwood	Dark Polished; Light Satin; Glossy	Contemporary	Sliding				S	P	
MOTOROLA—Motorola Consumer Products Inc., 9491 N. Grand, Franklin Park, Ill.															
23		23SF5M, W	\$499.95			Wood	Mahogany, Walnut						T	W	
		23SF6M, W, BW	625.00			Wood	Mahogany, Walnut, Biscayne Walnut								
		23SF7CW	650.00			Wood	Cherry								
		23F8W	825.00			Hardwood	Walnut								
OLYMPIC—Olympic Radio & Television Corp., 3401 38th Ave., L.I.C. 1, N.Y.															
23	The Malden	3K115	329.95	(1)	AM	Wood	Mahogany, Limed Oak	Contemporary		31 1/4	41 7/32	18 1/4	T	W	17
	The Montvale	3K116	369.95	10, 18	AM, AM/FM Stereoplex (opt)		Mahogany, Limed Oak, Walnut			32	45	18 1/2			17
	The Stratton	3K117	389.95	10, 18	AM, AM/FM Stereoplex (opt)		Mahogany, Limed Oak, Walnut			31	47				17
	The Randolph	3K325	429.95	10, 20	AM, AM/FM Stereoplex (opt)		Mahogany, Limed Oak, Walnut			31 1/2	48				20
	The Vancouver	3K326	575.00	30	AM/FM De- luxe Stereo- plex Simulcast	Hardwood	Fruitwood	Provincial		31 1/2	49 1/4				
	The Verndale	3K327	575.00	30		Hardwood	Maple	Provincial		31 1/2	49 1/4				
	The Sanburg	3K328	575.00	30		Hardwood	Walnut	Scandinavian		29 3/4	51 3/4	19 1/4			
	The Marlowe	3K535	499.95	10, 30	AM, Deluxe AM/FM Stereo- plex Simul- cast (opt)	Wood	Mahogany, Limed Oak, Walnut	Contemporary		31	52	18 1/2			
	The Royalton	3K536	519.95	10, 30		Wood			Sliding	31	51 3/4	18 3/4			
	The Thorndike	3K537	549.95	10, 30		Hardwood				31	52	18 3/4			
	The Bayside	3K538	569.95	10, 30		Hardwood			Sliding	32	52	19			
	The Mitchell	KD320	549.95	10, 18, 30	AM, AM/FM or Simulcast Radio (opt)	Wood	Hand Decorated	Oriental	Hinged	33 5/8	41 3/4	20 3/8			19
	The Copley	KC368	599.95	10, 18 30	AM, AM/FM or Simulcast (opt)	Hardwood	Antiqued Cherry	Provincial		30 1/4	53 5/8	18 3/8			
	The Dante	KC370	625.00	10, 18 30		Hardwood	Mahogany, Limed Oak, Walnut	Contemporary	Hinged	32	52 7/8	19 3/8			
	The Mayling	KC370C	750.00	10, 18 30		Wood		Oriental	Hinged	32	52 7/8	19 3/8			
	The Rutherford	KD375	640.00	10, 18 30		Hardwood	Cherry	Early Amer.	Hinged	31 7/8	43 1/8	20 1/8			

(1) Monophonic Phono Adaptable For Stereo

B&W Combos

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Triode	2-Speaker	Top Deck	X (1)	X	X			Front	2 2 2	10 5x7 2 1/2	R O R	Non-Bonded	X	110	Avail	Cont		1	3	
Triode	2-Speaker	Top Deck	X (1)	X	X			Front	2 2 2	10 5x7 2 1/2	R O R	Non-Bonded	X	110	Avail	Cont		1	3	
Triode	2-Speaker	Top Deck	X (1)	X	X			Front	2 2 2	10 5x7 2 1/2	R O R	Non-Bonded	X	110	Avail	Cont		1	3	
(1) Separate Bass and Treble Controls																				
	Spkr-Output				X	(1)		Front	2						Adapt					Room light compensator
(1) Provision for optional remote control unit.																				
Frame Grid			X						2 2 1	4 5 1/4 12	R			92	Avail	Strip		1	12	
↓			↓						↓	↓	↓			↓	↓	↓		↓	↓	
↓			↓						↓	↓	↓			↓	↓	↓		↓	↓	
↓			↓						↓	↓	↓			↓	↓	↓		↓	↓	
Shadow Grid		Front						Front	1 1 2	5 4 5	R R	Non-Bonded	(2)	92	Avail	Cont		1	3	
↓		Front							↓	↓	↓			↓	↓	↓		↓	↓	
↓		Front							↓	↓	↓			↓	↓	↓		↓	↓	
↓		Front							↓	↓	↓			↓	↓	↓		↓	↓	
Frame Grid		Top		X	X				2 2	6 Dual 4	R									
↓				↓	↓				↓	↓	↓			↓	↓	↓		↓	↓	
↓				↓	↓				↓	↓	↓			↓	↓	↓		↓	↓	
↓				↓	↓				↓	↓	↓			↓	↓	↓		↓	↓	
↓				↓	↓				↓	↓	↓			↓	↓	↓		↓	↓	
Super Tetrode		Front							2 2	9 4	O R									
↓		Top							↓	↓	↓			↓	↓	↓		↓	↓	
↓		Top							↓	↓	↓			↓	↓	↓		↓	↓	
↓		Top							↓	↓	↓			↓	↓	↓		↓	↓	
↓		Front							↓	↓	↓			↓	↓	↓		↓	↓	

(2) Tilted Filter Glass On All Mdls.

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION				TYPE		CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	SERIES AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	STEREO PHONO MUSIC POWER WTS	TYPE OF RADIO	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
PACKARD BELL—Packard Bell Electronics, 32333 V. Olympic Blvd., Los Angeles 44, Calif.															
23	Award	23DK3	\$525.00	8	AM/FM Simulcast	Hardwood Veneers	Mahogany, Maple, Ebony, Walnut	Traditional, Colonial, Far East, Scandia		33	54 1/2	20	T	W	20
	Award	23DK4	650.00	48	AM/FM/MPX Simulcast		Maple, Walnut, Mahogany Cherry	Colonial, Scandia, Early Amer. Fr. Prov.	Tambour	(1) 32 1/2	(1) 62	(1) 19 1/2			
	Decorator	23K1	595.00 615.00 625.00		AM/FM		Mahogany, Oak, Maple, Walnut	Traditional, Modern, Colo- nial, Scandia	Tambour	31 1/2	51 1/2	20			
	Decorator	23K2	519.95 539.95 549.95		AM/FM		Mahogany, Ebony, Maple, Walnut	Traditional, Modern, Colo- nial, Scandia		31 1/2	53	19			
	Signature	23DK2	695.00 725.00		AM/FM Simulcast		Mahogany, Maple, Walnut	Traditional, Colonial, Scandia	Tambour	31 1/2	52 1/2	20 1/2			
(1) Early American Dimensions: 35 x 68 x 22															
PHILCO—Philco Corp., "C" & Tripp St., Philadelphia 34, Pa.															
23	Home Entertainment Center	4908MR	495.00	8	AM/FM	Masonite	Mahogany Red	Traditional		31 7/8	54 3/4	18 1/16	T	P	20
		4908WA	495.00	8	AM/FM		Walnut	Contemporary		31 7/8		18 1/16			
		4910MR	575.00	20			Mahogany Red	Traditional	Sliding	31 9/16		18 9/16			
		4910WA	575.00	20			Walnut	Danish Mod.	Sliding	31 9/16		18 9/16			
PILOT—Pilot Radio, 37-06 36th St., L.I.C. 1, N.Y.															
23		6000	3,450.00	74	AM/FM/MPX	Cherry	Rubbed	Provincial	Hinged	36	72	20	T	W	
RCA VICTOR—RCA Sales Corp., 600 N. Shannon Dr., Indianapolis 1, Ind.															
23	Warwick	232D66MS	495.00 (1)	11 (2)	AM/FM	Hardwood	Mahogany, Walnut	Modern Lowboy	Sliding	33 5/8	60 7/8	18 3/4	T	P	20
	Bradbury	232D67MV	595.00			Veneers & Hardwoods	Mahogany, Walnut	Contemporary	Hinged- Lift	31 1/8	58 3/8	19 3/4			22.5
	Chatford	232D68MV	650.00			Veneers & Hardwoods	Maple	Early Amer-	Hinged- Lift	33 3/4	58 3/8	19 3/4			22.5
	Haviland	232D69MV	650.00			Veneers & Hardwoods	Oiled Walnut	Danish Mod.	Hinged- Lift	31	58 3/8	19 3/4			22.5
(1) Zone One Retail Guide Prices. (2) EIA Standard															
SYLVANIA—Sylvania Electric Products, Inc., Home Electronics Div., 700 Ellicott St., Batavia, N.Y.															
23	The Westport	23H54	699.95	10	AM/FM Simulcast	Hardwood	Mahogany, Walnut	American Mod.		31 3/8	56	17 1/2	T	P	
23		23H53	599.95	10		Hardwood	Mahogany, Walnut	American Mod.		31 3/8	56	17 1/2	T	P	

B&W Combos

		CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE	
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (In Ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (In degree)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS		
Neutrode	3-MPX 2-Tape-Ipt 2-Tape-Output 2-Spkr-Output	Front; Top	X	X	X	(2)		Front	2 2	9x6 4	O R	Non-Bonded	X	114	Adapt	Either		12	3	DC Restorer; Simulcast	
	2-Tape-Input 2-Tape-Output 2-Spkr-Output					(2)			2 4	10 4	R R					Either				DC Restorer; Simulcast	
	2-MPX or Tape-Input								2 4	9x6 4	O R					Strip					
	2-MPX or Tape-Input								2 2	9x6 4	O R					Strip					
	2-MPX or Tape-Input 2-Tape-Output					X		Front on Rem. Cntrl.	2 4	10x4 2 1/2	O R					Strip					
(2) Optional																					
Ladder Grid Cascode	Multiple Jack; Ext. Spkr.	Front	X	X	X			Front	2 2	2 4	R	Bonded	X	92	Avail	Cont	90	12	3 (1)		
Ladder Grid Cascode									2 2	8 5 1/4				92							
Memory Matic "Set and Forget"									2 2	2 4				110							
Memory Matic "Set and Forget"									2 1 1	2 8 6				110							
(1) Free "in home" Labor and Service.																					
Turret	7 Pair	Front	X	Pre-Set	X	X	X	Front	2 2 4	15 8 3	R	Bonded	X		Adapt	Strip	90	1	3	(1)	
(1) Unit contains Conrac Fleetwood Model 1000 TV Chassis; Tandberg "6" Stereo Tape Recorder; Gerrad "A" Automatic Changer; Pickering 350C Cartridge.																					
New Vista (3)	2-Speakers 1-Tape	TV-Front Phono-Top	X	X				Front	2 4	12 3 1/2	R	Bonded	X	92	Adapt	Strip		1	3		
					X				2 6	8 3 1/2						Cont					
					X				2 6	8 3 1/2						Cont					
					X				2 6	8 3 1/2						Cont					
(3) Neutralized Triode.																					
Super Distance		Top	X	X	X			Front	2 2	12 3 1/2	R	Bonded	X	110	Avail (1)	Strip		1	3	Phono Interior Light, Pilot Light, Single Cntrl. Pnl.	
Super Distance		Top	X	X	X			Front	2 2	12 3 1/2	R	Bonded	X	110	Avail (1)	Strip		1	3	Phono Interior Light, Pilot Light, Single Cntrl. Pnl.	

(1) \$30.00 Extra.

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Specifications For 1962 TV—

IDENTIFICATION				TYPE		CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	SERIES AND/OR MODEL NAME	MODEL NAME	MFR. SUGGESTED RETAIL PRICE	STEREO PHONO MUSIC POWER WTS.	TYPE OF RADIO	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in. ins.)	WIDTH (in. ins.)	DEPTH (in. ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)
TRAV-LER--Trav-ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.															
23	Deluxe	23SP6195	\$369.95	8	AM	Mahogany Veneer	Polished	Contemporary		32 7/8	39 1/2	19 1/4	T	W	
23	Custom	23FMSP6195	439.95	8	AM/FM Simulcast	Mahogany Veneer	Polished	Contemporary		32 7/8	39 1/2	19 1/4	T	W	
ZENITH--Zenith Sales Corp., 6001 W. Dickens, Chicago 39, Ill.															
23	The Lyndale	H2781WT, RT, ET	525.00	8 1/2 (1)	AM/FM/MPX (2)	Hardwood	Walnut, Mahogany, Blonde Oak Veneers	Contemporary	Sliding Half- Door	35	43 1/4	20 1/8	T	W	20
23	The Dryden	H2786W, R, E, M	599.95 625.00	8 1/2		Plywood	Walnut, Mahogany, Blonde Oak, Maple	Contemporary		32 (3)	58 1/2	17 5/16			
23	Decorator Glenlake	H2787W	675.00	20		Hardwood	Walnut Veneer	Danish Mod.		32	60 3/4	18 7/16			
23	Decorator Regis	H2789R, M	700.00	20		Hardwood	Mahogany, Maple Veneers	American Provincial		31	60 1/4	18 1/4			
23	Decorator Bainbridge	H3388W	850.00	20		Solids	Walnut Veneer	Danish Mod.		34	64	17 7/8			

(1) All ratings are EIA Standard (2) Multiplex optional at extra cost.

(3) Height in Maple Finish: 35

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in. ins.)	WIDTH (in. ins.)	DEPTH (in. ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kv)
ADMIRAL--Admiral Corp., 3800 W. Cortland St., Chicago, Ill.														
21	Table (1)	Ramsey	T7120	\$595.00	Metal	Charcoal	Modern		32 3/16	30 3/8	22 3/4	T	P	24
	Table (1)	Ramsey	T7122	605.00	Metal	Mahogany	Modern		32 3/16	30 3/8	22 3/4			
	Table (1)	Ramsey	T7123	615.00	Metal	Blonde Oak	Modern		32 3/16	30 3/8	22 3/4			
	Lowboy	Belfair	L7131	705.00	Hardboard	Walnut	Contemporary		33 3/4	39	23 1/16			
	Lowboy	Belfair	L7132	695.00		Mahogany			33 3/4	39				
	Lowboy	Belfair	L7133	715.00		Blonde Oak			33 3/4	39				
	Console	Belhaven	C7141	735.00		Walnut			36 3/16	31 9/16				

(1) Legs Available; Dimensions Include legs.

B&W Combos

TYPE OF TUNER	AUX. JACKS	CONTROL PANEL						SPEAKERS				PICTURE TUBE			UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
		LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	DEFLECTION (in degrees)	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Fireball	2-Output	Front		X				Front/Side	2 2	6 3	R	Non-Bonded	X	114				1	3	
Turret	2-Output	Front		X				Front/Side	2 2	6 3	R	Non-Bonded	X	114	Adapt	Strip		1	3	
Super Target Turret	1-Output (4)	Front	X	(5)	X			Front	3 3	9x6 5 1/4	O R	Bonded	X	92	Avail (6)	Either		1	3	
										10 3 1/2	R									
										10 3 1/2										
										12 5 1/4										
Gold Video Guard Turret						X				12 5 1/4										

(4) For use with opt. dual radial remote spkrs. (5) Automatic

(6) At extra cost.

All Color Sets

TYPE OF TUNER	AUX. JACKS	CONTROL PANEL						SPEAKERS				PICTURE TUBE		UHF TUNER		FACTORY WARRANTY			OTHER SPECIAL FEATURE
		LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in ins.)	SHAPE	TYPE	REFLECTION REDUCING	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
Ultra Sensitive Long Turret	Stereo-Input	Front	X	(2)	X			Front	1	4x6	Dual	Non-Bonded		Avail	Cont		1	12	
										4x6									
										4x6									
						X (3)				6x9									
						X (4)													
						X (5)													

(3) As LS7181 for \$855. (4) As LS7182 for \$845. (5) As LS 7183 for \$865.

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Specifications For 1962 TV—

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SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
ADMIRAL—Continued														
21	Console	Belhaven	C7142	\$725.00	Hardboard	Mahogany	Contemporary		36 3/16	31 3/16	23 1/16	T	P	24
		Belhaven	C7143	745.00	Hardboard	Blonde Oak			36 3/16	31 3/16	23 1/16			
		Warren	L7151	Open	Hardwood	Walnut Veneer			34	43 3/8	23 3/16			
		Warren	L7152			Mahogany Veneer			34	43 3/8	23 3/16			
		Concord	L7159			Cherry Veneer	Early Amer.		35 1/2	43 3/8	23 3/16			
	Lowboy	Channing	L7161			Walnut Veneer	Danish Mod.		33 3/4	44 7/8	24 9/16			
	Lowboy	Chateau	L7179			Cherry Veneer	French Provincial		34	44	23 7/8			
DUMONT—Dumont Television & Radio Corp., Jersey City, 2, N.J.														
21	Lowboy Console (1)	Collector (2)	Karlson	795.00	Hardwood	Oiled Walnut Veneer	Danish		34	41 3/8	24 1/4	T	P	24
21	Lowboy Console	Collector (2)	Brookville	795.00	Hardwood	Mahogany Veneer	Contemporary		34	41 3/8	24 1/4	T	P	24
21	Lowboy Console	Collector (2)	La Salle	795.00	Hardwood	Fruitwood Veneer	French Provincial		34	41 5/8	25 5/16	T	P	24
EMERSON—Dumont Emerson Corp., 680 5th Ave., New York 19, N.Y.														
21	Console		C508	750.00	Hardwood	Mahogany, Fruitwood Veneers	Traditional w/Casters		36	33 1/2	23 3/4	T	P	24
G-E—General Electric Co., Television Receiver Dept., Bldg. 5, Electronics Park, Syracuse, N.Y.														
21	Console		M 940 WMD	Open	Mahogany	Polished	Traditional		36	32	24 1/8	T	P	24
			M 940 WWD		Walnut		Contemporary		36	32	34 1/8			
			M 940 WMP		Maple		Contemporary		36	32	24 1/8			
			M 950 WMD		Mahogany		Traditional		33 3/4	35 1/2	25 3/8			
			M 950 WWD		Walnut		Traditional		33 3/4	35 1/2	25 3/8			
			M 960 WMD		Mahogany		Traditional		31 3/8	39 3/8	24 1/2			
			M 960 WWD		Walnut		Contemporary		31 3/8	39 3/8	24 1/2			
			M 960 WMP		Maple		Early Amer.		31 3/8	39 3/8	24 1/2			
OLYMPIC—Olympic Radio & Television Corp., 34-01 38th Ave., L.I.C., 1, N.Y.														
21	Console	The Matisse	CL105	675.00	Wood	Mahogany Walnut	Contemporary		34	24 1/4	16	T		
21	Console	The Renoir	CL106	695.00	Wood	Mahogany, Limed Oak, Walnut	Contemporary		31 3/4	38 3/4	23 3/4	T		
21	Radio-Phono Combo	The Van Gogh	KL115	995.00	Wood	Mahogany, Limed Oak, Walnut	Contemporary		34	47 1/4	16	T		
PACKARD BELL—Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64, Calif.														
21	Table	Award	21CT3	595.00	Hardwood Veneer	Walnut Maple	Contemporary, Colonial		25 1/2	34	24	T	P	23
	Console	Award	21CC4	695.00		Mahogany Maple	Traditional, Colonial		33 1/2	42 1/2	25			
	Console	Award	21CD2	795.00		Maple, Walnut	Colonial, Scandia	Tambour	30	52	27 1/2			
	Console	Signature	21CC3A	875.00 895.00 895.00		Mahogany, Maple, Walnut	Traditional, Colonial, Scandia	Tambour	34 1/2	40 1/2	25			
	Radio-Phono Combo (1)	Signature	21CK1	1295.00 1325.00 1325.00		Mahogany, Maple, Walnut	Traditional, Colonial, Scandia	Tambour	35 1/2	58	26			

(1) AM/FM, 30 Watts, MPO.

[illegible]

AN EM WEEK EXCLUSIVE:

Specifications For 1962 TV—

IDENTIFICATION					CABINETRY				OVER-ALL DIMENSIONS			CHASSIS		
SCREEN SIZE (diag. meas. ins.)	TYPE	SERIES NAME AND/OR MODEL NAME	MODEL NUMBER	MFR. SUGGESTED RETAIL PRICE	MATERIAL	FINISH	STYLE	DOORS	HEIGHT (in ins.)	WIDTH (in ins.)	DEPTH (in ins.)	TRANSFORMER OR SERIES STRING POWER	WIRED OR PRINTED CIRCUITS	PICTURE POWER (in Kw)
RCA VICTOR—RCA Sales Corp., 600 N. Sherman Dr., Indianapolis 1, Ind.														
De-luxe Series 21	Table	Farrell	212-F-75-M	\$495.00 (1)	Texturette	Ebony	Modern		23 3/8	30 3/8	27 5/8	T	P	24
	Table	Wayne	212-F-77-M	550.00	Metal	Ebony			23 3/8					
	C-ette	Covington	212-G-80-M	595.00	Metal	Mahogany, Walnut, Oak			34 1/4					
	C-ette	Ellsworth	212-G-80-R	750.00	Metal	Mahogany, Walnut, Oak			34 1/4					
	Console	Wakeley	212-G-83-M	Open	Hardwood	Mahogany, Walnut, Oak			34 7/8					
	Lowboy Console	Abington	212-G-88-M	750.00	Veneers and Hardwoods	Mahogany, Walnut, Oak	Traditional		34 1/4	39 1/2				
		Wentworth	212-G-88-R	895.00	Veneers and Hardwoods	Mahogany, Walnut, Oak	Traditional		34 1/4	39 1/2				
		Cheltenham	212-G-89-M	775.00	Hardwood Veneers	Maple	Early Amer.		36 3/4	39 1/4				
		Halifax	212-G-89-R	925.00	Hardwood Veneers	Maple	Early Amer.		36 3/4					
		Brussels	212-G-90-M	805.00	Veneers Solids	Danish Wal.	Danish Mod.		34					
		Glengarry	212-G-90-R	925.00	Veneers and Solids	Danish Wal.	Danish Mod.		34					
Mark Series 21	Console	Winfield	212-G-87-M	750.00	Veneers and Hardwoods	Mahogany, Walnut, Fab. Cherry	Contemporary		36 5/8	31 1/2				
	Lowboy Console	Bransfield	212-G-91-M	825.00	Veneers and Solids	Danish Wal.	Danish Mod.		33 3/4	41 3/4	28			
		Edinburgh	212-G-91-R	975.00	Veneers and Solids	Danish Wal.	Danish Mod.		33 3/4	41 3/4	28			
		Dickenson	212-G-92-M	825.00	Veneers and Solids	Maple	Early Amer.		34 3/4	41 3/4	27 1/4			
		Leicester	212-G-93-M	895.00	Veneers and Hardwoods	Ebony, Nat. Walnut	Oriental or Modern		33 7/8	43 7/8	28 1/2			
		Martinique	212-G-93-R	1050.00	Veneers and Hardwoods	Ebony, Nat. Walnut	Oriental or Modern		33 7/8	43 7/8	28 1/2			
		Blenheim	212-G-94-M	895.00	Veneers and Solids	Dk. Cherry, Fab. Cherry	French Provincial		33 3/4	44 1/2	28 5/8			
		DuBois	212-G-94-R	1050.00		Dk. Cherry, Fab. Cherry			33 3/4	44 1/2	28 5/8			
	Console	Versailles	212-G-96-M	1000.00		Ant. Walnut		Hinged	35 3/4	37 7/8	30 1/4			
	Console	Tarleton	212-G-96-R	1150.00		Ant. Walnut		Hinged	35 3/4	37 7/8	30 1/4			
	Console with Stereo Phono and AM/FM Radio	Scarborough	212-H-98-M	1500.00		Mahogany, Walnut	Contemporary	Hinged	32 5/8	63 1/8	29 3/8			

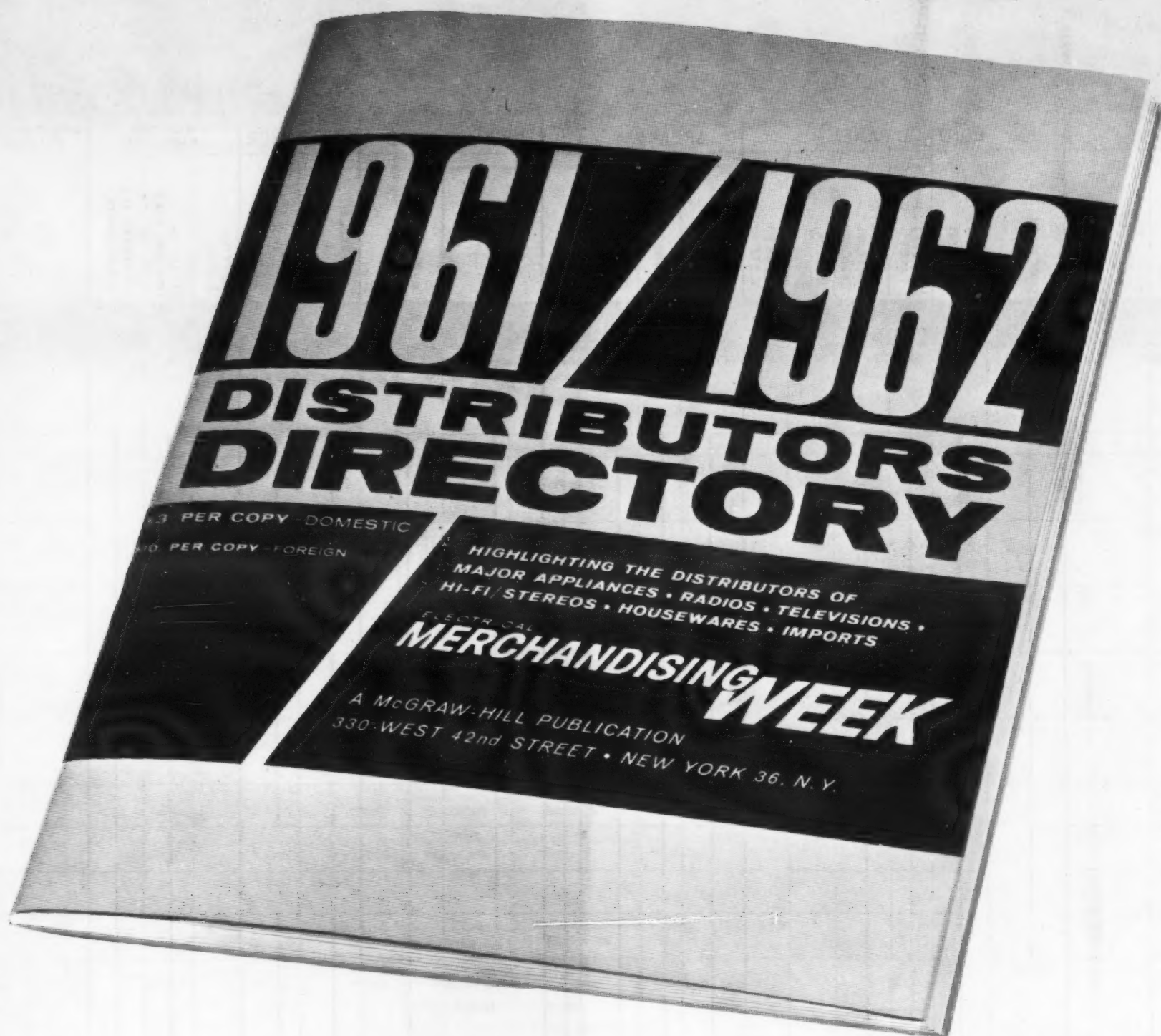
(1) Zone 1 retail price guide.

SYLVANIA—Sylvania Electric Products Inc., Home Electronics Div., 700 Ellicott St., Batavia, N.Y.

21	Lowboy	Deluxe Console	21LC7	825.00	Hardwood	Walnut	Scandinavian	Tambour	33	52	26	T	P	
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All Color Sets

		CONTROL PANEL						SPEAKERS				PICTURE TUBE		UHF TUNER			FACTORY WARRANTY		OTHER SPECIAL FEATURE
TYPE OF TUNER	AUX. JACKS	LOCATION	SEPARATE TONE CONTROL	SEPARATE FINE TUNER	ILLUMINATED CHANNEL INDICATOR	REMOTE CONTROL	TIMER OR SLEEP SWITCH	LOCATION	NUMBER	SIZE (in in. x.)	SHAPE	TYPE	REFLECTION REDUCING	ADAPTABLE OR AVAILABLE	STRIP OR CONTINUOUS	DAYS ON LABOR	YEARS ON PICTURE TUBE	MONTHS ON ALL OTHER PARTS	
New Vista (2)		Front	X	X				Front	1	4	R	Non-Bonded	X	Avail	Cont		1	12	
					X					4x6	O								
						X			2										
									1	6x9	O								
									1	3 1/2	R								
						X													
						X													
						X								Avail	Cont				
						X													
		Front										Bonded							
									1	6x9	O								
									2	3 1/2	R								
						X													
														X	Cont				
														X	Cont				
						X													
						X								X	Cont				
						X													
						X								X	Cont				
									2	12	R			X	Cont				
									2	5x7	O								
									2	3 1/2	R								
	Separate Bass, Treble; Speakers, Tape																		
(2) Normalized Triode																			
		Front			X			Front	1	6x9	O		X						
									1	4	R								



NOW AVAILABLE

Now's the time to get your copy of the new 1961/1962 DISTRIBUTORS DIRECTORY. Hundreds of company names, officials, addresses and telephone numbers are included in this directory. Highlighted are distributors of major appliances; radios; TVs; hi-fi stereos; housewares and imports. Supply is limited—so order now:

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9

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AUGUST 21, 1961

PEOPLE
IN THE
NEWS



E. L. Kennedy
of Waring

Kelvinator—John H. Mattern was named manager of customer service relations for Kelvinator. Formerly executive assistant to the general sales manager, he succeeds J. L. Rood, who resigned to manage a resort in Florida.

Jerrold Electronics—Sidney Harman was elected president and chief executive officer of Jerrold Electronics Corp. He succeeds Milton J. Shapp, the company's founder, who remains chairman of the board of directors. Harman, formerly president of Harman-Kardon, Inc., has been serving in the capacity of executive vice president since that company merged with Jerrold last February.

Waring Products Corp.—Edward L. Kennedy has been appointed general sales manager of Waring Products Corp., subsidiary of Dynamics Corp. of America. He was formerly New York district sales manager and replaces Wayne B. Colvin, resigned.

Em Week—Richard F. Granald has joined the magazine's staff as assistant art director. He previously was advertising and promotional director for Welcome Wagon.



J. F. Sorenson
of Thermador

General Electric—John F. Hippen has been appointed western region manager for G-E's residential market development operation. He succeeds Frank M. Falge who retired. Prior to his appointment, Hippen was manager of advertising and sales promotion for RMDO.

Norris-Thermador Corp.—John F. Sorenson has been appointed heat pump and air conditioning sales manager.

Reeves Soundcraft Corp.—Walter R. Hicks has been appointed vice president in charge of special products. Formerly, he was president of Reevesound, a wholly owned subsidiary of Reeves Soundcraft Corp.

Sylvania—Douglas L. Hamilton, Robert E. Brockway and Thomas R. Shepherd have been appointed to top level positions in the newly formed Sylvania Commercial Electronics organization. Hamilton will be vice president and general manager, Brockway will be marketing vice president and Shepherd will become the vice president in charge of service.



W. R. Hicks
of Reeves



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES
MANAGER

Philip G. Weatherby, General Manager, Home Goods Data Book; Robert J. Tucker, Director of Creative Marketing; Henry J. Carey, Director of Market Research; Peter Hughes, Production Manager; Marie Restaino, Production Assistant.

DISTRICT MANAGERS:

NEW YORK: Philip G. Weatherby, Sanford Wiedenmayer, 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

PHILADELPHIA: H. Sherman Davis, 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-4300.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

Back-To-School
Selling Season

CONTINUED FROM PAGE 6

would appeal to this type of promotion are normally scattered throughout the store and it would be difficult to bring them together in one "back-to-school" department for a unified promotion. A few department store buyers plan to gather housewares items together in each department for a kind of store-wide promotion. The housewares collection would be featured in every department—clothing, shoes, sports, etc. "We've tried everything else," explained the store's housewares buyer, "and we think that this will do the trick."

Several retailers plan to advertise their back-to-school merchandise in tie-ins with their regular September ads. And others plan to devote small areas of their windows and in-store displays to back-to-school promotions.

EMPLOYMENT
OPPORTUNITIES

ADDRESS BOX NO. REPLIES TO: Box No.
Classified Adv. Div. of this publication.
Send to office nearest you.
NEW YORK 36: P. O. Box 12
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SAN FRANCISCO 11: 255 California St.

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Marketing Executive, 14 years consumer durable sales, creative promotions, strong wholesale-retail following. M.B.A., national-regional levels. PW-7257, Electrical Merchandising Week.

Jack Paar is selling
DOMINION
Hair Dryers...

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The Jack Paar Show • NBC-TV



Model 1805

Before you buy...be sure to see...Dominion's Seal of Quality
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

NEW MIRACLE TOUCH CONTROL

... just touch a key and turn a dial ...
no gadgets, no guessing
... just simplicity!



TWO NEW RCA WHIRLPOOL WASHERS

designed for prospects
who want the finest!



Imperial Mark XII
Model LJA-92
(Model LJA-97
with Suds-Miser)



Imperial Model LJA-91
5 self-setting push-button
cycles, bleach and rinse condi-
tioner dispensers. (Model
LJA-96 with Suds-Miser)



And more and more *will insist* on top-of-the-line when you tell them about these new automatics. *Sell up* with the new Miracle Touch* control, easiest way ever to really clean washes, with 11 self-setting cycles. *Sell up* with the exclusive Magic-Mix* dispenser filter that really works; with the automatic bleach and rinse conditioner dispensers. *Sell up* with the washing action of exclusive Surgilator® agitator. *Sell up* to operating economy with water-saving infinite water level control and soap-saving Suds-Miser®. *Sell up* to these high-margin automatics that look and act the part. Performance, construction, appearance . . . these new RCA WHIRLPOOLS have *more* that homemakers want, more your salesmen can sell. Contact your distributor today and get the whole story on these profit-plus RCA WHIRLPOOL high-end automatics. *Tmk.

Join up! . . . it's easier to
sell RCA WHIRLPOOL than sell against it!

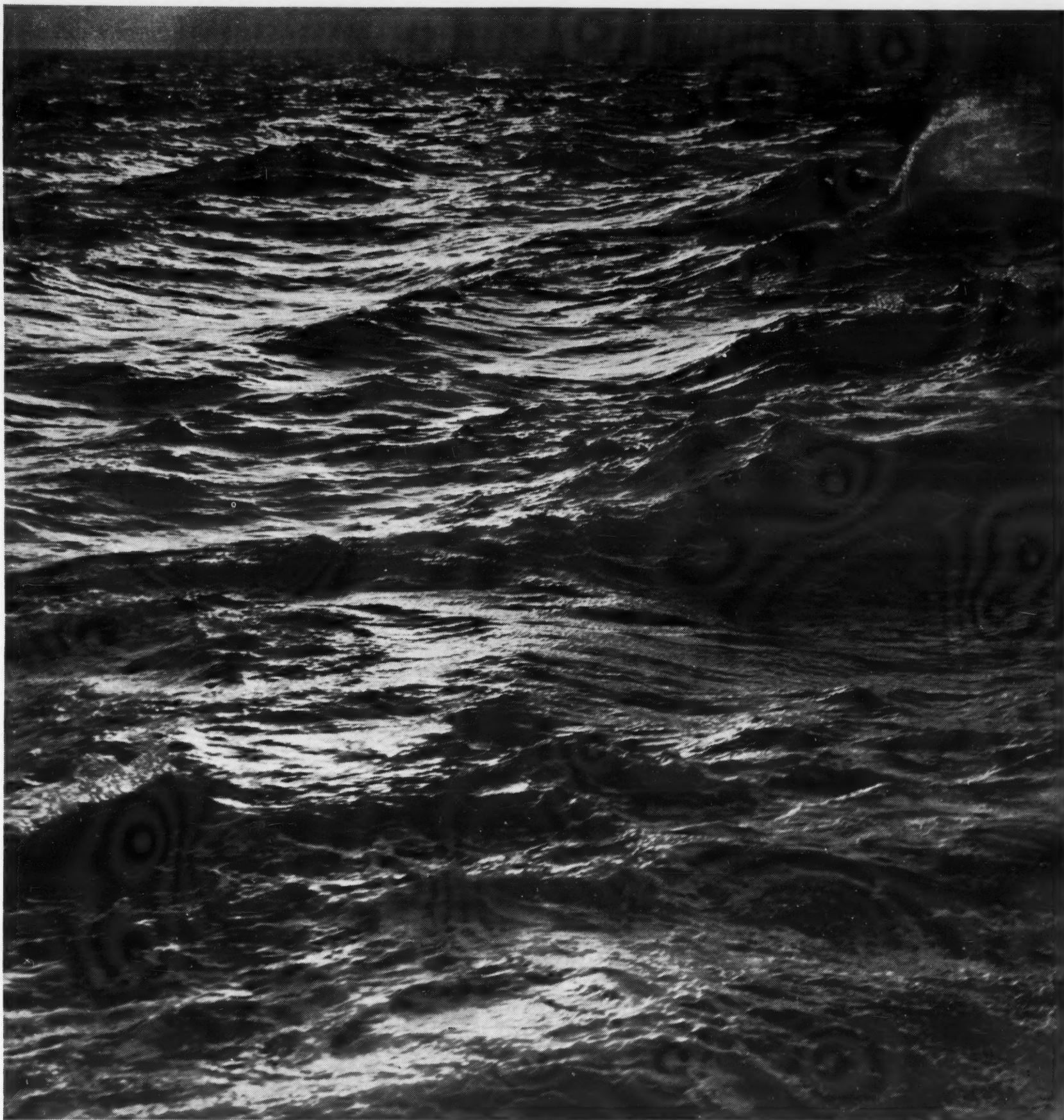


Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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There's business out there.

You're looking at more than a horizon. It's a future, yours and America's. Out there is Europe and Latin America and Asia and Africa. But in 1960, of all U. S. manufacturers, less than 5% saw these foreign shores for what they are worth: a 19-billion-dollar export market, a vast source of foreign trade.

Move in for your share. Build your business and help keep America growing. Extra production creates more jobs, helps balance the outflow of gold, and wins new friends abroad with U. S.-made products.

Even if you've never sold overseas, you have a rare op-

portunity to start — now. Your U. S. Department of Commerce will help with counsel by experts on what, where and how to sell — with data on credits, payments and financing. A package of invaluable know-how is yours for the asking.

Now's the time to discover the many ways in which your business can grow. In the lucrative export markets. In new U. S. markets. In developing new products. In attracting new industry to your community. Just write or phone the U. S. Department of Commerce Office of Field Services in your city, or Washington 25, D. C. They are ready to help you grow with America!



NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!



GENERAL ELECTRIC "SELL-ABRATES" with New Models ...New Colors! And, Every General Electric Blanket has Famous Sleep-Guard® Regardless of Price...Size...Color!

● The first name in electric blankets — General Electric celebrates a quarter century of progress with a new line, a more complete line of America's finest electric blankets.

● Now you can have *the* blanket for every customer... be it single, double bed...even king-size...whatever the size...whatever the color. Flat or custom-fitted corners.

● Every General Electric automatic blanket has dependable Sleep-Guard®...the continuous protective system that will keep a customer warm from head to toe — with no cold spots anywhere!

● Simply ask your customers to "feel the difference"... and you've made a sale.

Contact your General Electric distributor today...and start sell-abrating tomorrow.



*General Electric Company, Home Care and Comfort Products
Department, Bridgeport 2, Conn.*

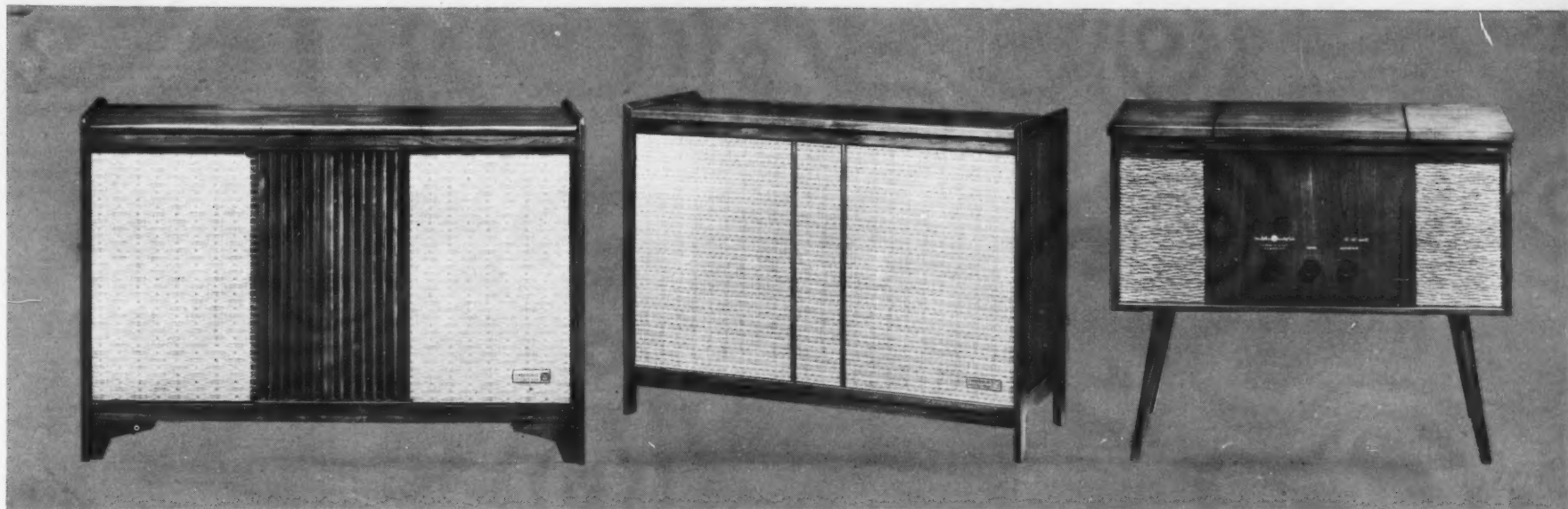
Progress Is Our Most Important Product

GENERAL  ELECTRIC

new products

V-M CORP.

1962 Console And Portable Stereo Phonos



V-M STEREO HI-FI CONSOLE NO. 818

V-M STEREO HI-FI CONSOLE NO. 809

V-M STEREO HI-FI CONSOLE NO. 804

Eleven console and 7 portable phonos are announced by V-M Corp., with emphasis on certified wood cabinetry in consoles.

Each console model has a genuine furniture-wood certification tag issued by American Walnut Manufacturers Assn., Mahogany Assn., Inc. or Fine Hardwoods Assn.

No. 818, in walnut with contemporary styling includes a V-M deluxe Stere-O-Matic record changer with diamond needle and automatic manual-play; two 12-in. and two 3-in. speakers and provision for "drop-in" tuner.

No. 809, mahogany contemporary has a V-M Stere-O-Matic 4-speed automatic changer with diamond needle and automatic manual-play; two 10-in. and two 3-in. speakers plus provision for "drop-in" tuner. Both models have dual-channel amplifiers and speakers especially tailored to speaker enclosures; auxiliary input and output receptacles and V-M 45 rpm spindle adaptors.

No. 804, stereo compact console in cherry or mahogany for small homes

or apartment dwellers, this new consolette has canted legs; V-M 4-speed automatic record changer; self-contained stereo speaker system with dual acoustically balanced speakers and dual-channel amplifier.

"Stereo-Fidelis" Master consoles Nos. 1001-2 and 1002-2 at top of line are complete home music centers internally identical. No. 1001-2 has contemporary genuine walnut cabinetry; No. 1002-2 has genuine mahogany period cabinet. Each has stereo phono system with diamond needle, stereo tape record; AM-FM radio tuner combination.

No. 912-2, Scandinavian contemporary in blond mahogany or walnut has built-in AM-FM stereo radio tuner. Without the tuner it is No. 812. No. 816, Danish contemporary in walnut has 4-speed automatic changer, diamond needle, self-contained stereo speaker system plus other V-M console features. No. 817, American traditional has mahogany cabinet; both have same features including space for V-M "drop-in" radio tuner.

No. 803 in contemporary mahogany; No. 815-2 in cherry in American traditional have 4-speed automatic changer; diamond needle; self-contained stereo speaker system; dual-channel amplifier; input and output receptacles and space for V-M tuner. No. 806 in modern mahogany has most features in new line.

No. 316, top portable stereo model combines power, stereo separation, versatility and styling to fit average listening room; heavy speaker magnets (2.15 oz.), provide lows while ported speaker enclosures help reproduce extended bass response. It has 4 6-in. balanced speakers, 2 in each detachable section plus 8w peak power output per channel. Enclosures swing out from central unit and may be left attached or placed away from main unit for separation up to 33 ft. Also allows the phono to be used on patio or poolside. Has V-M Stere-O-Matic 4-speed changer with stereo cartridge and diamond needle; plays all records any size automatically or manually. Needle damage is prevented during manual operation with

V-M's automatic manual-play feature which returns tone arm to rest post after single record play. An extra deep lid; separate bass and treble controls; balance control and "tone-o-matic" loudness control, plus a V-M 45 rpm spindle adaptor are included.

No. 311 portable has V-M "Tri-Audio" design with 3 balanced speakers, a 4-in. in each detachable swing-out section and a 6x9-in. with 2.15-oz. magnet in central unit. Swing out sections are electrically connected through hinges or 10-ft. sound cords. 4-speed automatic changer and manual-play feature, plus "tone-o-matic" controls are other features.

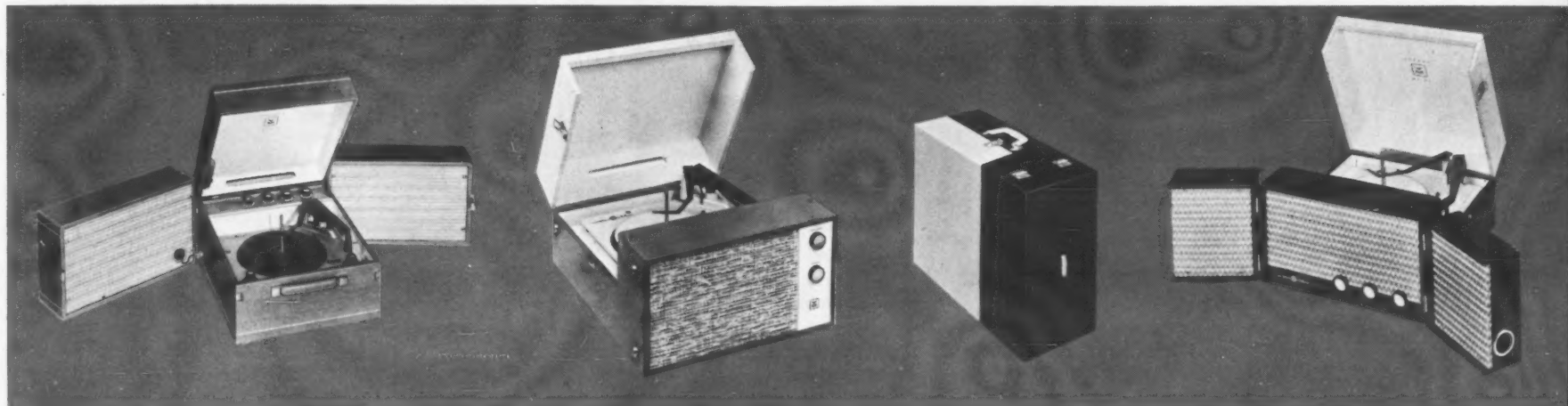
No. 302, lightweight monaural portable for teenage market has a 5 1/4-in. speaker; 4-speed automatic changer and the automatic manual-play function.

In all there are 7 portable models. **Prices**, consoles from \$129.95 to \$1125; portable from \$29.95 to \$159.95. *The Voice of Music*, 226 Pipestone St., Benton Harbor, Mich.

V-M DELUXE PORTABLE NO. 316

V-M PORTABLE 4-SPEED NO. 302

V-M PORTABLE STEREO NO. 311



new products

CONTINUED

TELECTRO 1962 Tape Recorders

The 1962 line of Telectro tape recorders includes a transistorized portable model; a stereo 4-track model; a monaural player; and 4 Custom Series professional stereo tape models, plus 2 matching auxiliary speaker systems.

Transistorized MR511, weighs less than 7 lb., is no larger than a folding camera, and operates on penlite or mercury batteries; rechargeable nickel-cadmium cells, or plugs into a 12v auto cigarette lighter socket. The recorder also operates from a



TELECTRO MR511

117v power source with an adapter.

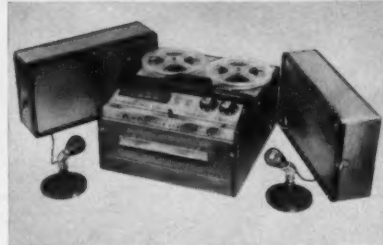
SR 122, stereo 4-track and 2-track play, monaural 4-track and 2-track record and play; "Simul-Track" dual 6w amplifiers; 100-10,000 cps; 4-pole motor; precision mechanism.



TELECTRO SS 462

MR. 112 is a monaural record/play model with 7 in. reels, 2 speeds, 6w output and 100-10,000 cps response.

Custom series SR 441, professional type pushbutton stereo tape recorder has 4-track and 2-track stereo play,



TELECTRO SR 122

2-track monaural record and play; dual 8w amplifiers; 2 preamp outputs, stereo phono inputs, built-in stereo speaker system. No. SR 442, SS561 and SS462 feature "Simul-Track" recording; precision head alignment; SR 442 has self-contained stereo speakers and provision for external speaker. No. SS 461, detachable wing speakers with 3rd "stereo-blend" speaker. SS 462 has automatic shutoff, stereo phono and multiplex FM inputs; automatic equalization; detachable wing stereo speaker system.

SP 102, matching auxiliary speaker system for SR 122 has 7 ft. cable and plug, and contains 2 speakers and electrical crossover.

SP 202, matching auxiliary speaker system for SR or MR112 has dual-cone dual-range hi-fi speaker.

Prices, from \$99.95 for MR112, to \$379.95 for SS462. *Telectro Div., Du Mont Emerson Corp., Jersey City 2, N.J.*

Delmonico

CAN BE PROMOTED AS LOW AS

99.95

DELMONICO MODEL MTV-1

- 19" aluminized picture tube
- thinline briefcase styling
- 15 tubes including picture tube • cascade tuner • adjacent channel traps • antenna matching transformer • all components bolted in —no rivets • size—19" W, 15 3/4" H, 12 3/4" D. • color—two-tone ivory and maroon cabinet.

Installation of tube, final assembly and air check in the United States by Delmonico

IMPORTED FROM THE VICTOR CO. OF JAPAN

19" 114' PORTABLE TV

YOUR PROFIT LINE FOR '62

Delmonico International

DIVISION OF THOMPSON STARRETT CO., INC.
120-20 Roosevelt Avenue, Corona, L. I. • TWining 9-5959

West Coast Branch: 5015 Hampton Street, Vernon, Los Angeles, California—LUDlow 3-3301



THOMAS MINUET, TL

THOMAS Organs

Three new models have been added to Thomas transistorized organs.

All 3 models are equipped with built-in Leslie speaker systems, in addition to the regular speaker complement.

Minuet, No. TL, is a 2-keyboard instrument with percussion, 13 bass pedals and 11 voices. Switching back and forth between the 2 sound sources changes tone colorings and enables player to get 2 different sound qualities from each voice.

Serenade VT-1 contains the normal speaker complement, color-tone percussion, variable percussion repeat, cancel tabs, 18-note bass pedals; 18 voices; 40w peak power amplifier and speaker systems.

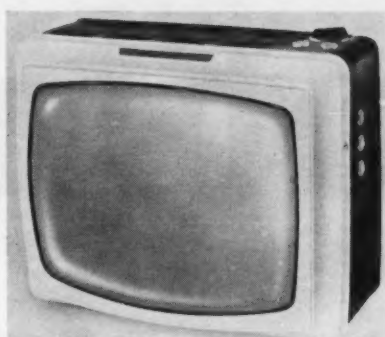
Serenade VT-2 has sustain, built-in chimes; 18-note bass pedals; 19 voices; cancel tabs; 40w peak power amplifier and speaker systems. Both VT1 and VT-2 come in traditional mahogany, contemporary walnut or French Provincial.

All other models are continued in the Thomas line, including Concert Serenade and the low-end 2-keyboard Sonata and the Organ-Stereo phono combination.

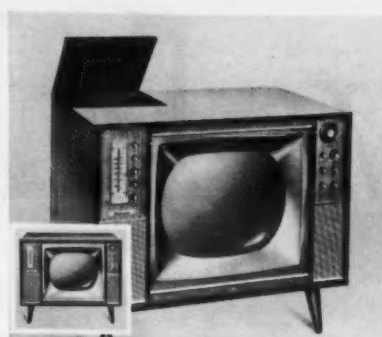
Prices, Minuet No. TL, \$895; VT-1, \$1195; VT-2, \$1295 in mahogany. *The Thomas Organ Co., 8345 Hayvenhurst Ave., Sepulveda, Calif.*



DELMONICO PV8-47



DELMONICO MTV-1



DELMONICO CC-210



DELMONICO—CTV-235 COMBO

Delmonico 1962 TV Line Includes A Color Set

Two portables, a 3-way combination color set, and a 23-in. TV AM-FM stereo combination are featured in the 8-model Delmonico TV line. **PV8-47**, portable has an 8-in. aluminized picture tube; 14 tubes, 3 diodes; Cascode tuner; 3 stages of picture and 2 stages of sound IF; adjacent channel traps; front speaker; built-in telescope antenna, carrying handle, and earphone jacks; 2-tone grey; weighs 17 lb.; 12 in. wide and deep, 7 in. high.

CC-210 combines a 21-in. color TV with hi-fi; AM-FM; FM multiplex radio; and self-contained stereo phono. Contains 35 tubes plus picture tube; 9 transistors; 2 diodes; multiplex jacks; 4 speakers; 4-speed automatic stereo changer; shutoff; hand-rubbed mahogany or walnut cabinet. **MTV-1**, portable TV has a 19-in., 114-deg. aluminized picture tube; Thin-line briefcase styling; Cascode tuner; adjacent channel traps; antenna matching transformer; adapter for external antenna; maroon finish. All above have hand-wired chassis.

CTV-235, 3-way combination consists of a 23-in. TV; hi-fi, AM-FM, FM-multiplex radio; and self-contained stereo phono. 2-stage picture and

sound IF; AM-FM radio bands; FM multiplex jacks; 27 tubes plus rectifier; 4-speed automatic stereo changer with jack for remote balance control; 6 speakers; mahogany or walnut. Continued in line are portables PTV-

19, and MTV 2 and 3; PTV-8 all transistor portable and CTV-191, 3-way combination. *Delmonico International Div., Thompson-Starrett Co. Inc., 120-20 Roosevelt Ave., Corona, Long Island, N.Y.*



ERICKSON Compact Refrigerator

Erickson Industries announces a new compact refrigerator which is designed for use as a built-in, portable or free-standing unit.

Exterior dim. are 22¾ in. high (without glides) or 23½ in. (with glides); 29½ in. wide; 20⅞ in. deep. It has 2.7 cu. ft. storage capacity.

Door panels of special woods, matched colors, embossed metals, wall papers and fabrics are available.

Built-in units can be recessed in the wall, and the portable unit has optional tapered brass or black metal legs.

The Chill-Air unit PR-6 has 4,666 cu. in. storage space; 6 ice cube trays providing about 10 lbs. of ice. Interior accommodates quart size bottles; ⅓ hp sealed in steel compressor; fiberglass insulation.

The unit comes in charcoal, cocoa brown, white or stainless steel. *Erickson Industries, River Falls, Wis.*

More new products on p6

ONLY trouble-free BSR

adds these profit-savers
to your hi-fi sales...

Built-in BSR... world's favorite changer... helps to satisfy *your* customers and conserve *your* profits, in the famous hi-fi lines *you* sell! BSR is designed, and mass-crafted with precision controls, to achieve longest lasting quality in fidelity and mechanical efficiency. This BSR dependability is nationally advertised in many leading magazines... featuring the sets *you* sell... adding *profit-winning* values to *profit-saving* values! BSR, the "550,000-play" changer, is built in to serve *you*.

BSR meets the highest standards of fine "packaged" hi-fi

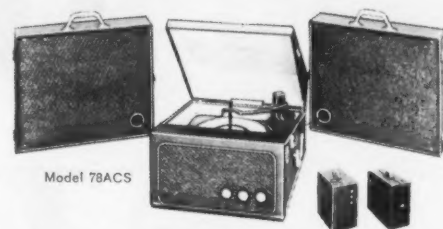
■ Plays at all speeds... plays all record sizes intermixed ■ Light, skip-free tracking, as low as 2½ grams, protects both records and fidelity... tone arm adjusts to all cartridge compliance requirements ■ Hum-free, rumble-free shielded motor has extra power, precision balance, full rubber suspension ■ Concentrically weighted heavy turntable stops flutter and wow ■ Completely tropicalized, humidity-proof ■ Detailed specifications, service charts and parts list on request.



Better Sound Reproduction



CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.
Distributed in U. S. by BSR (USA) LIMITED, College Point 56, L. I., N. Y.
In Canada: Musimart Ltd., 901 Bleury Street, Montreal



Again it's BSR in WESTINGHOUSE... this new portable stereo hi-fi phonograph features 2 extra speakers in a separate case!

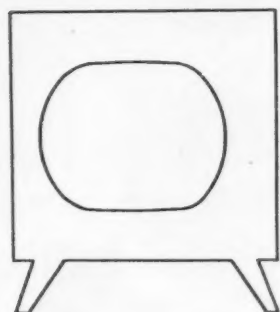


Advertising the sets you sell in

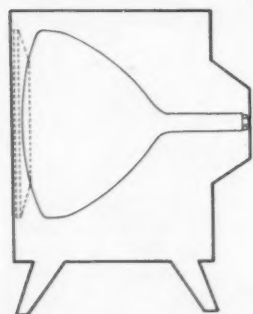
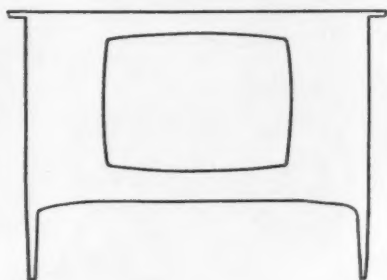
LIFE LOOK POST
and other leading publications.

New Motorola rectangular major road sales success

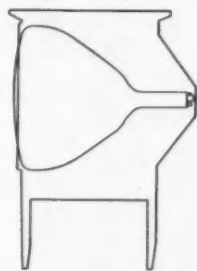
Color TV sets now being sold require large, boxy cabinet design because of round color TV tube.



FRONT
VIEWS



SIDE VIEWS



PRESENT-DAY TUBE, with its round design, must be masked to present a rectangular picture. As the diagram of the round tube shows, of the approximately 21 inches of overall diameter, only 15½ inches are viewable picture area. In addition, this tube requires a separate safety glass which, with the framing mask, adds up to an extra 2 inches to the tube, thus adding even more bulk and boxiness to the set.

NEW MOTOROLA TUBE has no space-taking area to mask or cover up. It is approximately 5 inches shorter in length than the one used in present color sets. The Motorola 23-inch rectangular color TV tube (overall diag. meas., 283 sq. in. viewing area) follows the industry standard of black-and-white picture tubes. Shorter overall dimensions makes possible more compact, better styled cabinets for family living rooms.



Streamlined color television set made possible by Motorola's new 23-inch, 92-degree rectangular tube. This prototype model, in a cabinet by Drexel, illustrates what is possible as soon as tube manufacturers are geared to mass-produce the Motorola tube development.

23-inch (Overall diag. meas.; 283 sq. in. viewing area) tube removes block in of color TV

A concentrated program by Motorola's engineering department has pioneered a remarkable new 23-inch, 92-degree rectangular tube that opens the way to mass manufacture of color television sets that the public will accept.

Since Motorola is not in the tube business, and has no intention of going into it, our development work on this new tube was based on a desire to stimulate those in our industry who are qualified,

and undoubtedly anxious, to lift color TV out of the doldrums and into mass production. (Such pioneering is quite in the Motorola tradition: we hold a total of 33 patents, 14 of which are basic. Two of these are actually the "heart" and "brain" of every color television set sold today.)

We sincerely hope that our offer to share the technical secrets of our new color TV tube will result in a profitable new era for all of us in the industry.



MOTOROLA

new leader in the lively art of electronics

DISTRIBUTOR APPOINTMENTS

MAJOR INDUSTRIES, INC.—Supply Line, Inc., Dubuque, Iowa, as sales representative in eastern Wisconsin, Iowa, eastern Nebraska and Rock Island and Moline, Ill.

LING-TEMCO ELECTRONICS—L & P Electric Co., Inc., Maspeth, N. Y., for New York City, Westchester, Nassau and Suffolk Counties; Gouch Industries, Los Angeles, for southern California, southern Nevada and Arizona; Al Jennings Co., Phoenix, Ariz.; Graybar Electric Co., Pittsburgh, Pa.; Treasure State Gas & Electric Co., Billings, Mont.; Kaemper-Barrett Co., San Francisco, Calif.; Acme Supply Co., Reno, Nev.; A & E Distributing Co., Union, N. J.; Goldberg Tiller Co., Richmond, Va.; Thomas Sommerville Co., Washington, D. C.; Monumental Engineering Corp., Baltimore; Tri-State Electric Supply Co., Hagerstown, Md.; Builder's Hardware and Supply Co., Akron, Ohio; Kitchen Lines Distributors, Inc., Butler, Wis.; Linwood Type & Supply Co., Detroit; McCleerey Carpenter Electric Co., Columbus, Ohio; Toledo Appliance Co., Toledo, Ohio; Lenihan Distributing Co., Seattle, Wash.

MOTOROLA INC.—Radio Equipment Co., Inc., Indianapolis, Ind., for the Indianapolis area; R. E. Hanrahan, Inc., Gary, Ind.

O'KEEFE & MERRITT—Cloud Brothers, Inc., South Bend, Ind.; Benson Enterprises, San Leandro, Calif.; Sleigh Lumber Co., Waco, Tex.; Appliance Wholesalers, Youngstown, Ohio; K-T Distributors Inc., Union City, Tenn.

CHRYSLER AIRTEMP—Air Temperature, Inc., Grand Rapids, Mich., in Grand Rapids, Kalamazoo, Battle Creek, Muskegon and Traverse City.

FEDDERS CORP.—Mechanical Equipment Supply Co., Inc., Honolulu, Hawaii.

EUREKA WILLIAMS CO.—Mardick Distributing Co., Joplin, Mo., for several counties in Missouri, Kansas and Arkansas.

PHILCO—Dixie Appliance Co., Bluesfield, W. Va., for Charleston-Kanewa Valley area of W. Va.

GIBSON—Samuel Jacobs Distributors, Inc., Philadelphia, for Camden County, N. J., and eastern Pennsylvania; Kearns, Inc., Atlantic City, N. J., for seven southern counties in New Jersey; Modern Distributors, Inc., Nashville, for areas of Kentucky and Tennessee.

AMANA—Aerosonic Distributors, Clearwater, Fla.; Hart Distributing Co., Evansville, Ind., for Kentucky and 11 southern Illinois counties.

KORTING—Kimberly Industries, Inc., New York, as sole U. S. distributor; Schneider Sound Equipment Co., Toronto, for Canada.

VOCALINE CO. OF AMERICA—Collins-Havercamp Associates, Kansas City, Mo., as sales representative for Kansas, Iowa, Missouri and Nebraska; Maitland K. Smith Co., Atlanta, as sales representative in the Southeast; Jack Yount Co., Dallas, Tex., as sales representative in Arkansas, Texas, Oklahoma, Mississippi and Louisiana.

ADMIRAL—Appliance Distributors, Inc., Oklahoma City, Okla.; Legum Distributing Co., Baltimore, for Washington, D. C.

JOHN OSTER MFG. CO.—W. I. Nagley, Atlanta, for Alabama, Georgia, parts of Tennessee and Bristol, Va.



*Charm them like
they've never been
charmed before!*



Charm-packed promotion

on the new trend-setting

Charm
Epicure
GAS RANGE

THE GAS RANGE THAT "CLOSES THE PRICE GAP"

First and only free-standing gas range designed like a built-in and priced to retail below

\$400

NOW ROPER "CLOSES THE MERCHANDISING GAP"

with a complete
CHARM-PACKED **PROMOTION KIT**



CHARM BRACELETS for the ladies. Sure-fire, enticing giveaway.

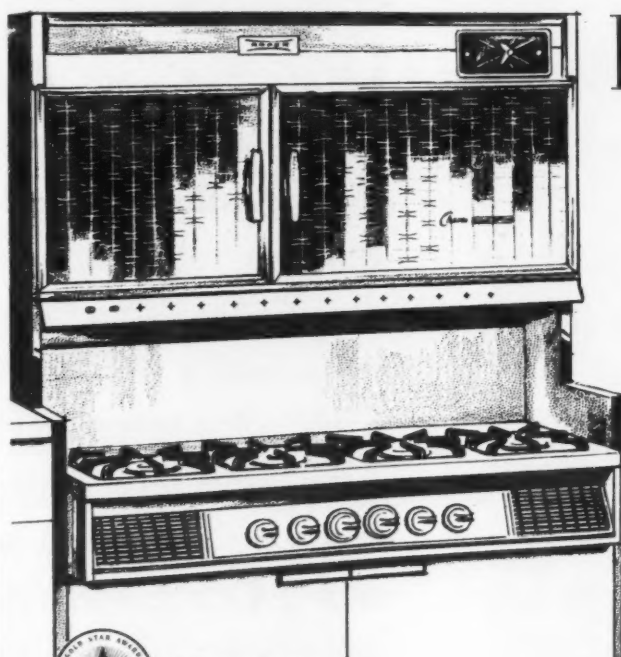


CHARM CANDY LOLLIPOPS brings in the kids—and their parents.

FREE AD MATS, RADIO COPY, AND BANNERS do your "sweet-talking" for you . . . introduce your customers to the newest idea in modern range design and economy.

Write, wire or phone today for full details and prices.

GEO. D. ROPER SALES CORP. • Kankakee, Illinois
America's largest manufacturer of gas ranges



Built to Gold Star
Quality Standards

PLUS A BIG BONUS PREMIUM!



4-Piece Fiesta Gourmet Cookware Set
priced for you to use as a sales closer.

retail value **\$40.00**

Christmas is coming...

ELECTRICAL MERCHANDISING WEEK

A MCGRAW-HILL PUBLICATION • ABP • ABC • 330 WEST 42ND ST. NEW YORK 36 NEW YORK • LONGACRE 4-3000

August 21, 1961

The Christmas buying and selling season starts October 9th in EM Week, naturally.

EM Week's 40,000-plus readers -- including 30,000 of the country's top retailers and 6,000 distributors -- are eager for a kick-off, tell-all, wrap-up treatment on Christmas merchandising. And that's what they're going to get in the October 9th issue.

There'll be a complete survey of new products, old products, new and old merchandising ideas. There'll be back-up statistics, buying suggestions, fresh display thoughts -- in short, a complete merchandising guide for the vital Christmas '61 selling season. And, of course, a persuasive parade of manufacturers' advertising messages presenting their products, promotions and programs for the pre-Christmas period.

If you bank on pre-Christmas sales volume in an important way -- or if you feel you should be getting a bigger share of this prime business -- you'll surely want to be on hand in the October 9th issue of EM Week. This may sound like something you can think about later on, but it really shouldn't be -- right now you have plenty of time to plan a powerful presentation of your best selling ideas.

EM Week's smart, modern look will deliver your story at this sales-making best. EM Week's timeliness and high reader-interest insure attention for you. EM Week's huge retail audience (by far the biggest paid dealer and distributor audience in the appliance-radio-tv-housewares field) make this the real pay-off for your major message.

Start your story big in the October 9th Christmas merchandising issue of EM Week -- then keep it rolling Monday after Monday. EM Week is the action-at-retail book -- bought, read and relied upon by more Dealers than any other appliance-radio-tv housewares publication.

Yours for Merry Christmas Marketing,

Dale R. Bauer

Dale R. Bauer
Advertising Sales Manager

...And the
selling season
starts Oct. 9 in
EM WEEK

This can be a
guide to your
product, too.

It's a big market...
a multi-million
dollar market

We deliver
every Monday-
everywhere...

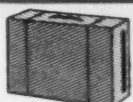
...and you get
action-at-retail
where it
counts most!

reservations close
September 29 - Be there!



Quality Portable Stereo Phonos

DARE SIDE-BY-SIDE *SOUND* COMPARISON!



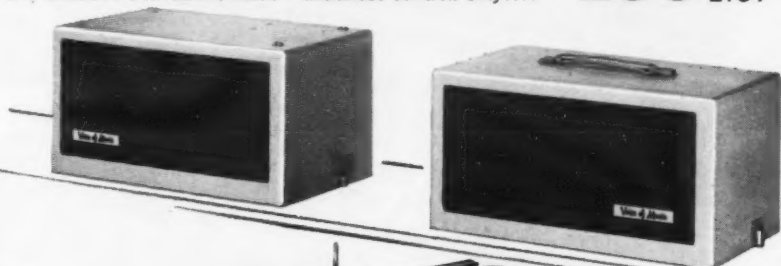
New V-M Deluxe Portable Stereophonic Phonograph - Model 316. Four 6" speakers with extra heavy V-M speaker magnets assure console quality sound. Arrangeable true stereo sound separation up to 33 ft. V-M 'Stere-O-Matic'® Record Changer plays all records. Full controls, with Balance, separate Bass and Treble and exclusive V-M 'tone-o-matic'® Loudness control. Only....

\$159.95*
LIST

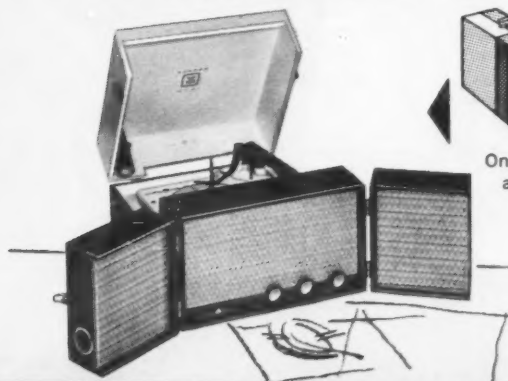
V-M PORTABLES OFFER THE WIDEST RANGE OF SALES OPPORTUNITIES.

Sparklingly styled portable stereo models and monaural models to fit every consumer need, from childrens' playroom to the most discerning adult application in Den, Poolside or Patio. ALL V-M Portables are outstanding in performance—V-M dares side-by-side comparison with comparably priced models for sound, styling and superior performance. Full line of V-M Consoles, ALL in Genuine Walnuts, Mahoganys and Fine Hardwoods. Make V-M YOUR line. You can depend on it because at V-M —

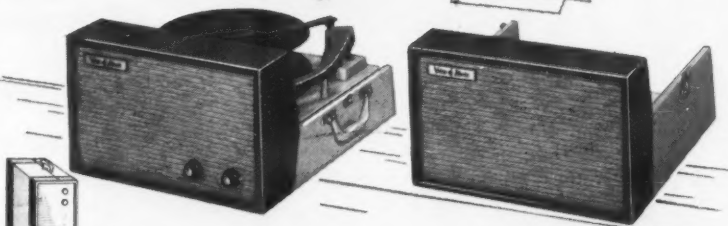
'Reliability is our Responsibility.'



V-M Portable Component Stereo Phonograph System - Model 307. A completely self-contained unit with custom-built component application. 16 peak watts, 4 powerful speakers—2 in each detachable speaker enclosure, V-M 'Stere-O-Matic'® 4 speed automatic record changer, full professional controls, and amazingly priced at only.....**\$129.95*** LIST



V-M Portable Stereo Phonograph - Model 311. Unique All-in-One Portable, with "swing-out" detachable speaker enclosures, features a 6" x 9" speaker in central unit, 4" speakers in each enclosure. Famous V-M 'Stere-O-Matic'® Record changer, Balance, Loudness and Tone Controls, priced sensationally at only...**\$99.95*** LIST



V-M Portable Stereo Phonograph - Model 314 Lightweight, compact with detachable 'flip-over' speaker lid for selective stereo sound separation, V-M quality 4 speed record changer, Loudness control, Bass and Treble control regulated by Tone Control. Value Packed Price leader at only.....**\$79.95*** LIST

Call Your V-M Distributor Today!

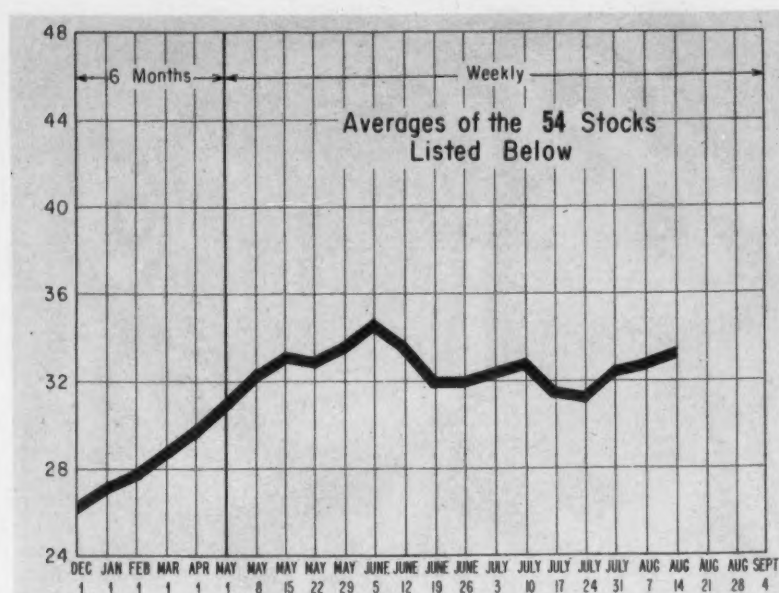
*Slightly Higher West

the **V**oice **M** of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • KNOWN FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars		1961		Close	Close	Net
		High	Low	Aug. 7	Aug. 14	Change
NEW YORK EXCHANGE						
Admiral		15 1/8	10 5/8	13 1/8	13 3/4	+ 5/8
American Motors 1.20		21 1/4	16 1/2	17 1/4	17 1/4	—
Arvin Ind. 1		28 1/8	20	23 1/2	26 1/2	+ 3
Borg Warner 2		43 5/8	35	41	42 1/2	+ 1 1/2
Carrier 1.60		49	32 1/8	40 1/4	39 3/4	— 1/2
CBS 1.40B		42 3/8	34 5/8	35 5/8	35	— 5/8
Chrysler 1A		52 3/4	53 1/2	52 3/4	51 1/2	— 1 1/4
Decca Records 1.20		47 1/2	32	33 1/2	34 1/8	+ 5/8
Emerson Electric 1BXD		87 1/2	50	81	82 1/4	+ 1 1/4
Emerson Radio .37T		16 1/4	11 1/8	13 1/4	13 1/2	+ 1/4
Fedders 1B		25 1/8	17 1/8	22 1/4	20 1/2	— 1 3/4
General Dy. 1		45 1/2	32 3/4	35 3/8	33 1/2	— 1 7/8
General Elec. 2		74	60 1/2	68 7/8	67 1/2	— 5/8
General Motors 2		49 1/2	40 5/8	47 7/8	47 3/4	— 1/8
General Tel & El .76		32 1/2	25	25 1/4	25 5/8	+ 3/8
Hoffman Elec.		29 5/8	16 1/4	21 1/4	20 1/2	— 3/4
Hupp Corp. 25F		11 3/4	8	8 5/8	8 3/8	— 1/4
Magnavox 1		32 1/4	35 1/8	32 1/4	34 3/4	+ 2 1/2
Maytag 2A		51 1/2	52 3/4	50 5/8	54 1/2	+ 3 3/8
McGraw-Edison 1.40		40 5/8	30 3/4	35 1/2	35	— 1/2
Minn. M&M. .60		87 5/8	70 1/8	77 3/8	78 1/2	+ 1 1/8
Montgomery Ward 1		34 3/4	26 3/4	27 5/8	31 1/2	+ 3 3/8
Monarch .04		18 1/2	13 3/8	18	18	—
Motor Wheel 1		20 1/2	11 3/4	14 1/8	13 1/4	— 7/8
Motorola 1		100	75 1/8	88	89	+ 1
Murray Corp.		30 5/8	26 3/8	27 1/8	27 5/8	+ 1 1/2
Norris-Thermador		34 3/8	18	24	24 1/2	+ 1/2
Philco		25 1/8	17 3/8	21 1/4	20 1/2	— 3/4
RCA 1B		65 5/8	49 1/2	60	60 1/2	+ 1/2
Raytheon 2.37T		43 1/2	35 1/4	38 7/8	42 1/8	+ 3 1/4
Rheem		23 1/2	13 1/2	16 3/4	16 1/2	— 1/4
Ronson .60		23 3/8	12 1/8	21	21 1/2	+ 1/2
Roper GD		25 1/2	16 3/8	21 5/8	21 1/2	— 1/8
Schick		14 1/8	8 1/4	9 3/8	9 1/8	— 1/4
Siegler Corp. .40B		34	27 1/8	27 5/8	28 3/8	+ 3/4
Singer		104 1/4	107 3/4	104 1/4	107 1/2	+ 3 1/4
Smith A. O. 1.60A		37 7/8	28 1/8	32 3/8	30 5/8	— 1 3/4
Sunbeam 1.40A		55 1/2	45 3/8	54	51 1/2	— 2 1/2
Welbilt .10E		7 1/4	4 1/8	5 1/2	5 3/8	— 1/8
Westinghouse 1.20		50	40 1/8	43 5/8	43 3/8	— 1/4
Whirlpool 1.40		34 3/8	27 1/4	29 7/8	29 3/4	— 1/8
Zenith 1.60A		185	97 1/4	157	173 1/8	+ 16 1/8
AMERICAN EXCHANGE						
Century Electric		10 3/4	5 7/8	8 5/8	8 1/8	— 1/2
Ironrite .25T		8 1/4	5 1/2	6 1/8	6 1/8	—
Lynch Corp. 87T		12 3/4	8 1/4	11 1/4	10 5/8	— 5/8
Muntz TV		7	4	5 5/8	5 3/8	— 1/4
National Presto .60		31	12 1/4	18	18	—
Nat. Un. Elec. (Eureka)		4 1/2	1 7/8	3 1/2	3 3/8	— 1/8
Pentron		8 5/8	2 5/8	6 1/4	6	— 3/4
Proctor-Silex		9 1/2	5 1/8	7 5/8	7 1/4	— 3/8
Republic Trans.		9	4 1/2	6 5/8	6 5/8	—
Travler Radio		7 1/2	4 5/8	7 1/2	8	+ 1/2
MIDWEST EXCHANGE						
Knapp-Monarch		—	—	6 1/2	6 1/2	—
Webcor		—	—	11	10 7/8	— 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The over-all market reacted to the latest crisis in Berlin by declining to its lowest level in three weeks. Not so the EM WEEK chart of 54 key issues. Mainly through the efforts of a few exceptional gains, it closed the week-long trading with an average increase of 1/2 pt. Zenith, quiet for the past month or so, broke through with a

gain of better than 16 points as five other issues made increases of three points or better. Magnavox, having just split three for one, continued active, advancing to 34 3/4. Rumors that Montgomery Ward may go into the insurance business boosted interest in its stock (up 3 3/8). There were four new highs recorded in last week's activity.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	116	111	120	3.33% down (May 1961 vs. May 1960)
RETAIL SALES total (\$ billions)	18.3	18.1	18.5	1.1% down
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	302	325	330	8.5% down (May 1961 vs. May 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	270	269	290	6.9% down (May 1961 vs. May 1960)
FAILURES of appliance-radio-TV dealers	40	37	28	42.85% up
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down (April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	21.2**	32.5**	84.1**	74.79% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.1+	358.1+	347.0+	2.9% up (1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	28.1+	27.2+	23.7+	18.6% up (1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	68,706	66,778	68,579	0.2% up (June 1961 vs. June 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending August 12, 1961, and preceding week (revised).
+ Figures are for quarters
++ Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	June	233,800	237,500	— 1.56
	6 Mos.	1,199,800	1,159,900	+ 3.44
DISHWASHERS	June	50,000	41,300	+21.07
	6 Mos.	288,700	275,400	+ 4.82
DRYERS, Clothes, Electric	June	43,402	42,047	+ 3.22
	6 Mos.	277,470	312,328	—10.99
		Gas		
	June	17,303	22,903	—24.45
	6 Mos.	138,540	170,269	—18.63
FOOD WASTE DISPOSERS	June	75,200	62,000	+21.29
	6 Mos.	387,000	380,800	+ 1.63
FREEZERS	June	109,200	102,000	+ 7.06
	6 Mos.	492,300	553,200	—11.01
PHONOGRAPH SHIPMENTS	May	196,337	182,969	+ 7.31
	5 Mos.	1,239,347	1,539,171	—19.48
RADIO PRODUCTION (excludes auto)	Week August 4	187,258	177,535	+ 5.48
	31 Weeks	6,001,891	5,941,313	+ 1.02
RADIO RETAIL SALES	June	940,346	702,889	+33.78
	6 Mos.	4,390,180	3,878,358	+13.20
TELEVISION PRODUCTION	Week August 4	107,362	119,474	—10.14
	31 Weeks	3,284,881	3,351,372	— 1.98
TELEVISION RETAIL SALES	June	615,118	677,178	— 9.16
	6 Mos.	2,801,136	2,963,044	— 5.46
REFRIGERATORS	May	294,300	273,400	+ 7.64
	5 Mos.	1,332,900	1,499,000	—11.80
RANGES, Electric, Standard	June	69,600	69,000	+ 0.87
	6 Mos.	436,100	445,200	— 2.04
		Built-in		
	June	75,400	58,200	+29.55
	6 Mos.	354,600	346,600	+ 2.31
RANGES, Gas, Standard	June	131,900	127,600	+ 3.40
	6 Mos.	686,900	762,900	—10.00
		Built-in		
	June	37,300	38,900	— 4.10
	6 Mos.	170,200	173,100	— 1.70
VACUUM CLEANERS	June	242,001	245,790	— 1.50
	6 Mos.	1,598,316	1,682,468	— 5.00
WASHERS, Automatic & Semi-Auto	June	239,107	206,687	+15.69
	6 Mos.	1,199,447	1,228,852	— 2.39
		Wringer & Spinner		
	June	65,188	70,268	— 7.23
	6 Mos.	324,518	373,854	—13.20
WASHER-DRYER COMBINATIONS	June	10,318	9,812	+ 5.16
	6 Mos.	52,893	79,866	—23.77
WATER HEATERS, Electric (Storage)	June	71,900	62,300	+15.41
	6 Mos.	374,200	375,700	— 0.39
WATER HEATERS, Gas (Storage)	June	185,000	256,000	—27.70
	6 Mos.	1,368,600	1,355,300	+ 1.00

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

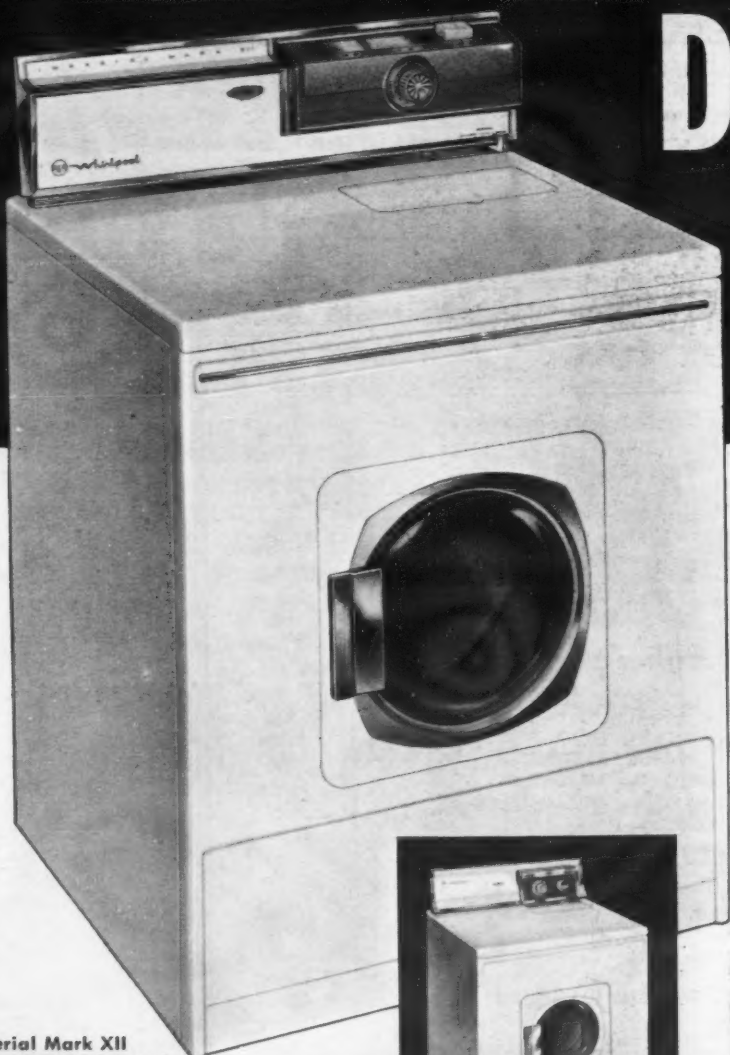
CLICK...

and it sets
the heat to
match the
moisture!



TWO NEW RCA WHIRLPOOL DRYERS

designed for prospects
who want the finest!



Imperial Mark XII
Model LJD-92 (electric);
Model LJD-97 (gas)

Imperial Model
LJD-91 (electric);
Model LJD-96 (gas)
Modulated-Heat control,
new extra-quiet operation.



The year's top dryer sales story is *yours!* Tell it right . . . tell it hard and often and you'll uncover *plenty of prospects* for these top-of-the-line dryers. They're *loaded* with features your salesmen can sell: Modulated-Heat* control, for example. New "kitten-quiet" operation engineered into each model. Special "custom" drying with sensitive new Dryness Control. AUTOMATIC, TIMED and AIR cycles. An automatic dampener, gentle Equa-Flow Tempered-Heat and built-in ultra-violet lamp. The emphasis is on performance and styling. In short, *you have it made* . . . with the two top dryers that are *easier* to sell because they give you so much *more to sell*. Give your RCA WHIRLPOOL distributor a call today . . . let him tell you the full story on this super-salable dryer line!

*Tmk.

*Join up! . . . it's easier to
sell RCA WHIRLPOOL than sell against it!*



CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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